

COMPLIMENTARY ACCOMODATION AND ACTIVITY POLICY



December , 2015

PURPOSE

To provide guidelines to be followed when approaching and selecting accommodators, activity providers or restaurants and cafes (referred to in this document as stakeholders) for the purpose of hosting qualified media, tour operators and organizers.

OVERVIEW

This policy covers visits that are for the purpose of marketing Golden, BC as a tourist destination and should be referred in the event of an approach by Tourism Golden to any stakeholder to inquire about complimentary or discounted rates for the purpose of hosting qualified individuals.

Projects, Vetting and Partners

The term “partner” in this document refers to any individual, organization, regional, provincial or federal DMO, publication or media outlet that Tourism Golden works with on any project.

Projects requiring stakeholder participation will be considered by Tourism Golden when they have been proposed in one of the following manners.

- When a story or project initiated by Tourism Golden is accepted by a publication, qualified individual or organization.
- When Tourism Golden receives a media visit request form located on the Tourism Golden website (<http://www.tourismgolden.com/media/visit-request>).
- When Tourism Golden is approached to participate by one of our partner DMO organizations
- When Tourism Golden is approached by a reputable publication or qualified individual or organization.

Tourism Golden will take all necessary steps to vet all projects. All inquiries over the phone will be asked to complete the media visit request form located on the Tourism Golden website. Tourism Golden will also take the initiative to conduct online searches, call references, and contact publications indicated on assignment letters when deemed appropriate. The publication, the type of material that will be produced, cost and targeted demographic amongst other variable will all be taken into consideration before a final decision is made whether or not to bring the project to the attention of any individual stakeholder.

Qualifying Individuals

- **Staff Journalists** – Individuals representing print, online or video publications with the purpose to produce content for that publication.
- **Freelance Journalists** - Individuals who do not represent one individual publication. A journalist who has an assignment letter (guaranteed story to be published) will be given higher priority than those without.
- **Tour Operators** – Individuals representing regional and international tour operators whose purpose is to review Golden, BC and it’s amenities as possible destination for their clients.

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- **Bloggers** – Individuals who are self-represented and produce content about their travels online through personal websites and other mediums.
- **Social Media** - Individuals who are influencers on social media channels such as Twitter, Facebook, Instagram, and Snapchat.
- **Professional Sporting Event Organizers** – Individuals who are interested in bringing a sporting event to the Golden, BC area and would like to look at possible locations and amenities in advance.

Complimentary Versus Media Rate

Complimentary services are preferred when Tourism Golden has identified a project that would provide significant exposure to the destination and the activities that reside within these boundaries. A media rate is preferred when Tourism Golden is hosting an individual who represents an organization that is connected to Tourism Golden but is not directly related to any individual upcoming event or project.

It is assumed that when a product is provided to Tourism Golden at a complimentary rate, Tourism Golden will not incur any cost including applicable taxes. When a media rate is offered there will be a cost that Tourism Golden (or an affiliated DMO or sponsor) will cover. This rate is expected to be at least 30% lower than the advertised price.

It is the responsibility of Tourism Golden to inform all stakeholders who have been approached to participate in a project if the any individual attending does not meet the definition of qualified individuals as outlined in this document. This could include but is not limited to partners, spouses, other family members or friends. If the involvement of an unqualified individual is considered integral to the project it must be outlined to the stakeholder by Tourism Golden in advance. In the event where a request has been made for an unqualified individual to participate in any project it is the responsibility of Tourism Golden to disclose that their involvement is not part of the project. It is then the responsibility of the stakeholder to decide if they would like to offer any discounts to this individual if they were to participate in the activities. The same process applies for accommodation only if any additional accommodation has been requested by a qualified individual for any project. In the event that complimentary, or media rate accommodation has been secured for a project, it is assumed that a second individual who does not meet the qualification definition may stay with them as long as there is no additional cost to the stakeholder, with the only exclusion to this being any activity that includes overnight accommodation.

Mandate

Tourism Golden will only approach stakeholders for complimentary services in the instance where a reputable individual has been vetted in advance using the previously described process by Tourism Golden or a trusted organization such as Destination BC, Kootenay Rockies Tourism or PR agency. The purpose of the visit must be clearly outlined, and made available to the approached stakeholder upon request with supporting documentation when available. It is the responsibility of Tourism Golden to supply stakeholders who have received a request to participate in a project by providing services at a complimentary or media rate with more information. Information can include but is not limited to previous print and web articles, social media reach channels or other information about the project and its intended results.

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Selection of Stakeholders

It is the responsibility of Tourism Golden to identify and approach the best suited stakeholder by location and amenities for each individual event, based on the story idea as presented to Tourism Golden, with no favoritism towards any individual stakeholder. As timelines to organize itineraries are usually short, each event will be reviewed in depth by Tourism Golden to identify stakeholders best suited for the project before making an approach to gauge their interest in participating. If a stakeholder does not wish to participate then Tourism Golden will approach the next best suited stakeholder until the final itinerary has been completed.

Open Call for Participation

In the event of a larger event such as a conference, Tourism Golden may wish to approach multiple suitable stakeholders' participation. In this event Tourism Golden will send out a request for applications to participate. It is the decision of each stakeholder whether they would like to offer complimentary services, provide a media rate or become an event sponsor. In the event of multiple offers to participate Tourism Golden will evaluate each application and determine the best suited stakeholder based on the preset criteria outlined for each opportunity. Tourism Golden will then contact the successful stakeholders and inform the unsuccessful stakeholders.