

# Getting the most from a press trip

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VisitAberdeenshire





# The trip

Hosting a press trip is a fantastic opportunity to showcase your business to key international markets. To host a press trip requires planning and preparation, this guide will provide you with five tips on how you can get the most out of hosting a press trip.





# Prepare

- Brief staff ahead of the journalists arrival
- Plan the activity from arrival till departure
- If you have anything to give the journalists have it ready
- Press trips run to a busy schedule and it's important that we stay on time. Time your activities carefully to ensure you don't over run.



# Know your audience

To keep content relevant, you need to know who you are talking to, if for example it is a leisure consumer based press trip, the journalists are unlikely going to be interested in your corporate packages or conference suites.





# Create a great experience

Don't just show the delegates your product, get them engaged and involved with what it is you do. Providing an experience will help delegates remember you and what it is you do. Do something that they don't expect and they are more likely to remember you. For example, if you run a golf course, get journalists to do a putting competition, or show them round in golf carts. If you run a hotel, add a little extra something in their room on arrival, some local produce or a hand-written welcome note from the manager.



# Be memorable

Press trips are packed with activities, and naturally contain a lot of information. VisitAberdeenshire prepares a press pack for each trip, which contain pictures and key information from each host so the journalists can write a fact box about their trip. This generally includes information like how much things cost and who provided them. Please make sure you provide VisitAberdeenshire with your most up-to-date information and pictures for inclusion in the press pack. It can also be effective to provide delegates with a goodie bag that contains items that relates to your product. For example, a whisky nosing glass or even a personalised photo opportunity.





# Tell your story

Journalists want to experience your product, but they also want to know your story, as this is what makes you different. For example, the chef in a restaurant should come out and meet the delegates. The front of house should be able to tell delegates where the local produce is from etc.

