



DESTINATION GREATER
VICTORIA

GoMedia Member Workshop

Travel Media

The media relations team pitches travel media journalists and influencers to visit the destination. They provide support services and image resources and create engaging itineraries and experiences.

They facilitate media to help them produce attention-grabbing stories and editorial coverage for target markets with customized, personalized service.



GoMedia



Produced by Destination Canada in partnership with a different Canadian host province or city each year, GoMedia Canada consists of face-to-face meetings, thought-provoking networking events, and pre and post-event tours across the country and host region.

GoMedia Canada connects international media with Canadian tourism organizations to drive stories that inspire travel.



GoMedia 2020

GoMedia 2020 will be held in
Victoria **September 9-13.**

DESTINATION GREATER
VICTORIA

The Marketplace



Each industry individual will meet one-on-one with about 30 journalists for about 12 minutes each during the “Marketplace”.

In addition, there are other opportunities for networking during events over the course of the conference.

Benefits



The overarching goal of GoMedia is to secure media coverage of the destination.

Create meaningful relationships with journalists, editors and our industry partners..

Earned media is a trusted form of content with the potential for a high conversion rate, a powerful increase in awareness, and a long shelf life.

Who attends?

An estimated 330 delegates are expected to attend the 2020 event, including more than 130 national and international high-profile travel writers from Canada, the United States and the nine key Destination Canada international markets—Australia, China, France, Germany, India, Japan, Mexico, South Korea, and the United Kingdom.



Kick-Off Event



On September 10, Destination Greater Victoria will be hosting the primary networking event to kick off the show.

This is the premier event where we will have the ability to tell the destination story and capture the attention of 130 top-tier travel journalists.

Local Tours



There will be several group tours during the conference for both media and industry, as well as pre- and post-conference FAMs across the country.

While we may or may not be able to include you directly in tours, we encourage you to share your ideas and suggestions. Experiences that aren't used in these tours may find their way into our one-on-one meetings, future pitches, and beyond.

How you can help



We encourage your involvement. Members like you are a crucial part of ensuring Victoria puts its best foot forward and helping us showcase the destination.

Raise awareness amongst your team so they know what to expect during the conference.

How you can help



Send new and noteworthy facts to your DGV Membership Account Lead:

- New and upcoming events
- New, recent, and exciting offerings
- Stories that illustrate your company's goals and vision
- Your founder/team backstories and inspiration
- Key points that differentiate your business



Questions?

Contact Us

Avi Gill

Influencer & Media Relations Manager

avi.gill@tourismvictoria.com

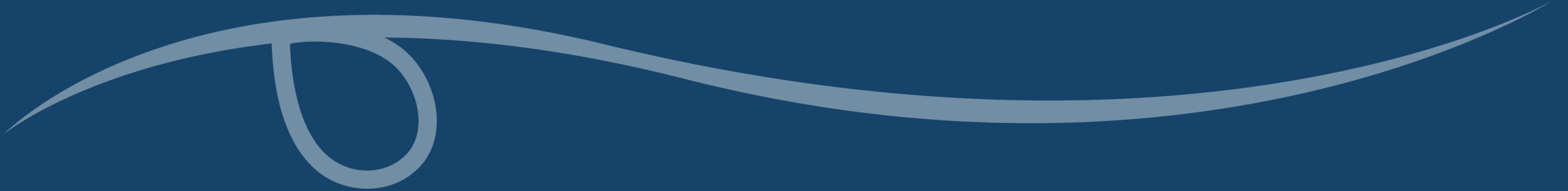
250-414-6985

Natalie Gates

Media Relations Specialist

natalie.gates@tourismvictoria.com

250-414-6998



Thank You!

