



### **Bentonville Press Trip Guidelines**

Thank you for your interest in visiting Bentonville, Arkansas. To allow sufficient time for approval by our partner businesses and organizations, a minimum notice of **three weeks** is requested for all press visits. Each journalist will be evaluated accordingly and upon approval may be provided the following:

- Complimentary and/or media rate arrangements provided at the discretion of the host businesses subject to availability. Blackout periods may require a press rate.
  - Airfare for qualified media only
  - Ground transportation, excluding rental cars
  - Comp meals or discounted meal vouchers

The Visit Bentonville communications team requests media submit the following information when requesting assistance:

### **Staff Travel Journalists**

Travel journalists and editors working as paid staff at magazines, newspapers, radio/television programs, guidebook companies and online media outlets should submit the following:

#### **Print/Online:**

- A business card or email signature line, including social media handles
- The assigning editor's contact information, if applicable
- Details outlining the article
- Links to travel-related stories published in the last year
- Publication media kit
- Expected publication date

### **Broadcast (TV and radio):**

- A business card or email signature line, including social media handles
- Details of assignment stating approved production of a specific travel or destination feature segment on said radio program or television show
- Details outlining station, market and story reach, focus and run date

### **Freelance Travel Journalists**

Freelance travel journalists **with an assignment** should submit:

- A business card or email signature line, including social media handles
- A list of secured and potential publications
- Details of current assignment and additional interests for potential future stories
- Links to past travel-related stories
- Expected publication date

Freelance journalists **without a specific assignment** must submit:

- A business card or email signature line, including social media handles
- 4-5 travel articles published within the past 12 months in mainstream travel, lifestyle, trade or general media publications and online sites that are dated and carry the journalist's byline
- 3 references from CVBs, hotels or travel brands previously worked with, if applicable
- Specific story interests

### **Freelance radio/TV journalists/ Photojournalists/ Production Crews/Pilots**

- A business card or email signature line, including social media handles
- Please submit an email detailing the assigned production of the segment on said radio program or television show, including run date.

### **Independent Bloggers**

Blogs should be well-established travel or significant lifestyle blogs that are regularly updated and have a documented broad subscriber base. The VB will determine approval based on respective blog's focus, reach, content and style. Please submit the following:

- A business card or email signature line, including social media handles
- A link to the blog(s)
- The blog(s)' current Google PageRank or Alexa ranking
- Number of unique visitors per month
- Number of social media followers for each platform, if applicable (Twitter, Facebook, Instagram, Pinterest)
- 3 references from CVBs, hotels or travel brands previously worked with, if applicable

*\*Please note the VB's primary goal is assisting working press. Accommodating guests traveling with working press is at the discretion of the VB and its partners.*

**After the Trip**

Visit Bentonville asks that you please mail or scan and email an original copy of coverage resulting from your trip to:

Visit Bentonville  
Attn: Communications Director  
104 E. Central  
Bentonville, Arkansas 76102  
[aaron@visitbentonville.com](mailto:aaron@visitbentonville.com)

Legal Disclaimers: (1) Visit Bentonville is not responsible for any injury or loss of property to any person suffered while visiting Bentonville during a press trip or individual media visit. (2) VB is not responsible for room service or individual charges that fall outside the outlined activities in the itinerary provided by the Visit Bentonville Team.