

## **MEETNKY TRAVEL MEDIA HOSTING POLICY**

meetNKY plans group and individual media visits throughout the year, both local and in partnership with regional destination marketing organizations. Our goal is to help journalists develop stories on northern Kentucky's many unique attractions, accommodations, restaurants and travel-related businesses, and to establish it as a destination of choice.

Depending on the nature of the story and readership potential, meetNKY can assist with travel, accommodations, suggested itineraries and more for journalists visiting the destination.

Press trip requests will be handled individually, with service provided depending on:

- the journalist's assigned or intended story
- advance notice provided (please allow 3-4 weeks prior to your visit if possible)
- length of stay
- the availability of meetNKY team members, local hotels and attractions to assist

### **Influencers & Bloggers**

- Social media influencers and bloggers requesting hosting services must represent a quality platform devoted to travel, food, bourbon, etc. with an audience relevant to meetNKY's mission. Preference may be given to those representing key geographic markets for NKY travel.
- Influencers may be asked to provide third party documentation of overall or specific audience reach, i.e. Google Analytics for website data, aggregate platform followers, engagement rates, etc.
- Hosted bloggers/influencers must be active on social media and commit to posting destination content during/after their visit.

Please note that travel expenses for significant others accompanying working media may not be covered; the journalist or guest will be responsible for all associated costs for meals, admissions, etc.