

#FLX
 Facebook: @Fingerlakestravel
 Twitter: @Finger_LakesNY
 Instagram: @fingerlakes_ny

Personal Information	
Full Name	
Title	
Phone Number	
Email Address	
Allergies/Dietary Restrictions	
Birthdate (Month/Day/Year)	
Social Media Handles	
Membership or accreditations to professional organizations (if any)	
What do you already know about the Finger Lakes? What do you want to learn from the Finger Lakes? What do you hope to gain from this trip?	
Media Profile	
Personal Website	
Publication Name	
Publication Website	
Publication Address	
Type of Media (print, blog, radio, etc.)	
Publication Circulation and/or UVM	
Company/Outlet Facebook Page / Number of Likes	
Company/Outlet Twitter Handle / Number of Followers	
Company/Outlet Instagram Handle / Number of Followers	
Are you currently on a media assignment?	
Please share a brief overview of the intended article's subject/story angle.	
Projected date of publication	
Last Three Travel Stories Published	Destination: Date: Publication: Link (if available): Destination: Date: Publication: Link (if available): Destination:



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	Date: Publication: Link (if available):	
Trip Details		
Desired Arrival Date		
Desired Departure Date		
Alternate Dates		
How will you be traveling to the destination (car, flight, etc.?)		
If flying, what is the airport(s) you will be departing and returning to?		
Preferred method of travel while in the Finger Lakes (drive yourself or be driven around)		
Do you prefer a self-guided visit with recommended stops or would you like to be provided with a set of scheduled stops and tours in each destination?*		
*If you prefer self-guided, please note that we would like you to visit with at least one regional representative during your visit.		
Do you prefer a full itinerary, time to explore on your own or a mix of both?		
Areas of Interests (bold all that apply)	Art Museums History Museums/Sites Farms/Farm Stands Family Activities Shops/Boutiques Golf Scenic Drives Hiking Trails Kayaking/Canoeing Paddle Boarding Skiing/Snowboarding Waterfalls Lake Views	Dining/New Restaurants Wine/Vineyards Beer Cider Distilleries Architectural Gems Wellness Spots Festivals/Fairs Nightlife Biking Hotels Camping Sites Picturesque Towns
What types of activities or attractions are you interested in? Please list any specific attractions or activities you would like to partake in.		
Preferred Level of Activity (high, moderate or low)		



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Will other journalists be joining you? If so, who?	
Are you able to accept a fully hosted trip (with complimentary accommodation/meals)? Are you open to partial hosting (mix of comp and media rate accommodations and meals)?	
Type of lodging (camping, hotel, b&b)	
Room Preference (non-smoking, double, queen, etc.)	
Exposure	
How will you be covering the property per your visit? (Can you guarantee coverage? If not, how will you try to work the destination into coverage?)	
Expected Publication Date	
Will photos be included in coverage?	
Will coverage receive additional promotion? (social media, newsletters, etc.)	
Permission for the Finger Lakes to post any story materials to its social channels (Facebook, Twitter, etc.)?	

I have read the Finger Lakes Regional Tourism Council media hosting guidelines (please see below). I meet the qualifications and understand the guidelines.

Name _____

Date

Signature _____

Finger Lakes NY Regional Tourism Council
Media Hosting Guidelines

The primary function of the 14 county Finger Lakes Regional Tourism Council (FLRTC) partnership is to bring positive public relations and media attention to New York State’s Finger Lakes Region. For media interested in coming to the area and covering the Finger Lakes, FLRTC is happy to assist. FLRTC can assist qualified journalists with accommodations, tickets and visits to attractions, interview needs and itinerary development.



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As a large region with endless story possibilities, FLRTC receives numerous media requests. The following is a list of guidelines to help us efficiently meet the needs of each member of the media. Thank you for following these guidelines. We look forward to your visit to the Finger Lakes:

1. Allow at least 4 business weeks' notice for a media visit. If a request is received in less than 4 business weeks, FLRTC may not be able to assist.
2. For freelance media, copies of 3 examples of your most recent travel feature coverage must be sent to FLRTC.
3. All media must fill out the Media Request form provided by FLRTC.
4. All members of the media seeking assistance from FLRTC will be fully vetted and may be required to supply additional information.
5. It is each host county/business' discretion as to what is complimentary for each journalist. All offers are subject to availability.
6. If an itinerary is agreed upon, the journalist must follow the itinerary and communicate any delays with the appropriate TPA contact listed. (This helps ensure that partners at each stop are up to speed.) Any additional experience/stop requests must be requested prior to the visit.
7. In cases where complimentary airfare, transportation, meals and tours may not be available, press rates are often an option.
8. Should a journalist choose a self-guided visit or plans to rent his/her own car (rather than being driven by a TPA), he/she must meet with at least one TPA during the visit. FLRTC will reimburse rental costs.
9. In the event that a visiting journalist seeks premium-level options (e.g. hotel room upgrade, flight seat change, unplanned in-room dining), he/she must pay the difference between the agreed upon cost of the experience and that of the premium-level option.
10. Assistance is not provided for personal travel companions. Expenses for travel companions will be paid by the visiting journalist.

Thank you for your interest in the Finger Lakes. We look forward to assisting you on your assignment and travels.