



## Looking Forward with Liz

Tour operators often rely on non-traditional means to generate interest about a destination or attraction. Generally, they do not rely on direct-to-consumer measures of reaching a potential traveler. Hence, earned media exposure is vital to this particular industry.

Obtaining good press does not come easily. As many of you know, much behind-the-scenes wrangling goes on: working with the destination, travel writer, attractions, hotels and restaurants involves copious amounts of juggling; however, TSUSA feels the effort pays.

Since we started connecting destinations with travel writers in 2014, in conjunction with our semi-annual Showcases, the response has been much deeper than we even expected. In addition, the response from readers and travel planners has been phenomenal.

One of the ways TSUSA brings increased ROI to an area is through positive word-of-mouth exposure a destination receives through earned media and social media mentions.

According to Laurie Rowe, president of [LRC Communications](#), "Generating earned media represents an objective third-party opinion and carries more credibility than paid-for advertising."

She follows up, "This earned-media is unpaid, yet it also reinforces the messaging of an ad campaign and brand. Social media is ideal for grabbing the attention of a potential customer, then, linking to an article or blog post that offers additional details and then proceeds to tell a story, allowing the reader to learn



*Media roaming the South*

more about the product or destination and delve deeper, according to her interest level." TSUSA has made a commitment to continue growing our nascent Media Outreach program in conjunction with each Showcase.

Please [contact me](#) for more information on how to join the TSUSA Media Outreach program.

So far in FY16, there have been more than 500 articles published reaching 312 million consumers with a value of \$7.6 million.