

## Visiting Journalist Program and Guidelines

The Turks & Caicos Tourist Board's Public Relations Department provides assistance to travel journalists on assignment by arranging itineraries and facilitating visits to attractions, historical sites, restaurants and other points of interest.

We work with our member hotels to procure complimentary accommodations or room nights at a discounted media rate dependent on the story assignment and hotel availability. To serve you better, we have developed a set of guidelines for media visits to the Turks & Caicos Islands. The guidelines below are followed and applied on an individual basis. We appreciate your willingness to abide by the following guidelines:

1. All requests for a reduced rate or complimentary travel should be submitted to the Turks & Caicos Tourist Board at least one month in advance. We recognize the fast-paced nature of the media and request that all media submit a press trip request form and we will do our best to accommodate any requests inside the one month window.
2. Travel press interested in visiting the Turks & Caicos Islands should complete the request form and submit a letter of assignment and two recently published travel articles to Elisha Jennings, Snr. Public Relations Officer at [press@turksandcaicostourism.com](mailto:press@turksandcaicostourism.com).
3. Bloggers and influencers should submit all of the above along with third-party documentation of web traffic, and must be active on social media and committed to tweeting and posting during the trip.
4. We are not able to provide assistance if the primary purpose of the trip is for leisure or holiday travel with family and friends.
5. The Turks & Caicos Tourist Board requires that all interested writers submit a copy of recent stories, and/or links to pertinent related coverage. Please provide details about circulation, reach and audience where appropriate.
6. Freelance writers must submit a copy of recent travel stories and an assignment letter (as appropriate) to the Turks & Caicos Tourist Board for review.
7. Accommodation is provided at the discretion of our partner resorts, and the Tourist Board cannot guarantee a complimentary stay. Also, please note that complimentary accommodations include room rate only not incidentals.
8. Please note that complimentary arrangements are provided at the discretion of our partner restaurants/tour operators for the travel writer only and are subject to availability. Black-out periods may be experienced throughout the year (i.e. major holidays or during high occupancy periods) that may necessitate a press rate, especially at hotels.

9. Assistance is provided for members of the working media only. Host locations are not always able to accommodate spouses, children, photographers and visitors accompanying working journalists.
10. Turks & Caicos Tourist Board can only provide assistance to writers on assignment. Unfortunately, there is no marketing or public relations budget allocated for "spec" stories, start-up web sites or independent writers. However, media without an assignment letter may still be eligible to receive assistance based on the nature of your request.
11. The Turks & Caicos Islands is a multi-island destination and our Sister Islands are easily accessible via flight or ferry. Assistance with travel arrangements to our Sister Islands, if necessary, is provided on a case-by-case basis.
12. Turks & Caicos Tourist Board is unable to provide rental cars for visiting journalists, however, we are happy to provide a list of rental car companies.
13. Turks & Caicos Tourist Board is unable to provide airport transfers however fast track service is provided on a case-by-case basis.
14. The Tourist Board will offer recommendations and can assist with arrangements for meals during your visit. While complimentary meals can be requested, they are provided at the discretion of the host restaurant. Complimentary meals exclude gratuity and alcohol and will only be for the writer unless the host wishes to extend the invitation to additional guests.
15. The Tourist Board will provide destination guides as needed, in-person interviews with key Tourism Industry executives, high-resolution photography and fact checking.
16. All articles should include reference to [www.TurksAndCaicosTourism.com](http://www.TurksAndCaicosTourism.com) and contact information as appropriate (accommodations, tour operators, attractions, restaurants, etc).

Please send us a copy of your story once it runs so we can share it with our audience.

Should you have any further questions or would like to request additional information please send an email to Elisha Jennings, Snr. Public Relations Officer at [press@turksandcaicostourism.com](mailto:press@turksandcaicostourism.com).

Thank you for your interest in visiting the Turks & Caicos Islands!

## Visiting Journalist Request Form

<b>Date of submission:</b>	
<b>Journalist name:</b>	
<b>Journalist guest information:</b>	
<b>Media outlet:</b>	
<b>Email address:</b>	
<b>Phone number:</b>	
<b>Outlet profile/description:</b>	
<b>Circulation/reach:</b>	
<b>Story angle / deliverables (i.e. article publication date or social media posts):</b>	
<b>Desired arrival date:</b>	
<b>Desired departure date:</b>	
<b>Allergies or Dietary Restrictions:</b>	
<b>Emergency Contact:</b>	
<b>Approved accommodations and activities (for resort only):</b>	
<b>Social Media Handles:</b>	Twitter: _____ Instagram: _____

	Facebook: _____ Snap Chat: _____ Other: _____
<b>What plans do you have to post on social media before, during and / or after your trip? Please detail:</b>	
<b>ACTIVITIES &amp; INTERESTS</b>  <b>To tailor your in-country experience with activities most suitable for you and your story angle, (if and when possible), please select the topics you are most interested in? Please select all that apply.</b>	<input type="checkbox"/> Culinary <input type="checkbox"/> Luxury <input type="checkbox"/> Family <input type="checkbox"/> Wellness and Spa <input type="checkbox"/> Romance, Weddings and Honeymoons <input type="checkbox"/> Evening Entertainment/Night Life <input type="checkbox"/> Watersports and Diving <input type="checkbox"/> Relaxation <input type="checkbox"/> Special Islands Events/Festivals <input type="checkbox"/> Eco/Sustainability <input type="checkbox"/> Other _____
<b>Any additional activities or themes you'd like to experience/explore while visiting? Are there any specific people you wish to meet/interview?</b>	