



Alachua, Archer, Gainesville, Hawthorne, High Springs, La Crosse, Micanopy, Newberry, Waldo

TRAVEL WRITER GUIDELINES

Thank you for your interest in our destination. The Visit Gainesville, Alachua County visitors and conventions bureau assists journalists with tourism, travel and convention related stories by developing itineraries or suggesting attractions, cultural venues and other points of interests.

Note: To allow sufficient time for partner approval, **a three-week notice is preferred** for FAM tours or all travel writer visits. FAM/media tours will not be offered during federal holidays (New Year's, Easter, Memorial Day, July 4th, Labor Day, Thanksgiving, Christmas)

We are always happy to assist members of the press covering tourism related topics.

Visit Gainesville, Alachua County, the visitors and conventions bureau for Alachua County, can provide the following services to travel writers upon request:

Itinerary Assistance:

An itinerary can be developed to accommodate a writer's specific needs, and can include accommodations, meals, attractions, and interviews. The VCB staff can be totally hands on or hands off depending on the nature of the assignment, but a VCB representative will meet with the writer at some point during the course of their stay.

Digital Photography:

Credit for photos should go to Visit Gainesville, Alachua County.

Hosting Policy:

The VCB will make every effort to accommodate travel writers and media representatives' needs. We receive a considerable number of requests from journalists seeking media privileges. To most effectively accomplish our objectives and yours, we ask your cooperation in the following guidelines:

Travel Writers on Assignment or Established Travel Media

- Writers must give the bureau at least three weeks' notice before their arrival.
- Media tours are offered to qualified travel writers with confirmed assignments.
- Credentials are always required.
- Only one journalist will be accepted from a single media outlet.
- Upon availability, the bureau will arrange for complimentary rooms for commissioned work. If the writer does not have commissioned work, it is up to the individual property to decide if services will be complimentary or at a reduced rate.
- To be considered, please complete and submit the Travel Writer, Blogger, and Photographer Submission Form.

Self-Directed Travel Writers, Bloggers and Influencers

- Comps and tickets will only be provided for the travel writer. Anyone traveling with a travel writer will not be included in this process.
 - The bureau will make every effort to provide a writer with the necessary information and material, within reason, to complete a story.
 - Tear sheets and/or web links on any resulting stories on Gainesville and Alachua County are to be provided to the bureau within one month of its publication.
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Documentation, proof of project, and other materials will be requested when filling out the Travel Writer, Blogger, and Photographer Submission Form.

Staff Travel Writers and Editors:

- 2 to 4 travel-related stories published within the past 12 months

Freelance Writers:

- 2 to 4 travel-related stories published within the past 12 months

Independent Bloggers:

- A link to the blog(s)
- The blog(s)' current Google PageRank (or Alexa ranking)
- Number of subscribers/unique visitors per month
- Social media handles
- Blogs should be well-established travel or significant lifestyle blogs that are regularly updated and have a documented broad subscriber base. Visit Gainesville, Alachua County will determine approval based on respective blog's focus, reach, content and style.

Photojournalists will be required to submit:

- 4 travel-related photos published within the past 12 months

Following Your Trip

Visit Gainesville, Alachua County asks that you please forward an original copy of coverage resulting from your trip to our destination.

Direct links can be emailed to: info@visitgainesville.com

Magazines, newspapers, travel radio/television programs and guidebook companies can mail original articles or, in the case of broadcast stories, digital copies to:

Visit Gainesville, Alachua County
c/o Marketing Team
33 N Main Street
Gainesville, FL 32601