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Visit 1000 Islands

FY27 PR Strategy



FY27 PR Goals

- **Goal 1: Execute High-Impact Individual Press Trips with Targeted Media**
    - Host 3 to 4 individual press trips from late May - mid October to generate dedicated, top-tier editorial coverage. Itineraries will be fully customized and managed via Travefy, leaning on core industry trade events—such as TMAC— as the catalyst and primary touchpoints to engage both new journalists and re-engage familiar media contacts to bring them back to the region.

- **Goal 2: High Level Presence at TMAC**
    - Due to TMAC's convenient location in Ontario, we will not only attend the conference and the marketplace but will also host a pre/post conference FAM. This is great way to get a handful of journalists over to the region to explore for anticipated coverage.

- **Goal 3: Elevate Regional Innovations & Capitalize on Emerging Travel Trends**
    - Position 1000 Islands a multi-faceted destination by focusing press conversations around newly launched attractions/hotels and trending travel hooks. Media pitching and story ideation will actively highlight key drivers such as water activities, castles and Gilded Age architecture and family-friendly offerings. Additionally, we will lean into topics including culinary/beverage and fishing/sporting.

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TMAC

- **Budget:** $10,000
- **Timeframe:** June 9 - 12, 2027
- **Goal:** Conduct one-on-one media appointments with the goal of securing press visits from top-tier Canadian media
- **Strategy:** Attend Marketplace on behalf of 1000 Islands and also host a pre/post conference FAM
    - Refresh 1000 Islands' one-sheeter to focus on what's new for 2027 and new pitching angles
- **Staffing**: KHM staffing - Meghan Gearino



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Press Visits

- **Budget:** $7,500
- **Option 1:** 3-4 individual press trips
- **Option 2:** 1 group press trip with 3-4 journalists
- **Strategy:** Host curated, individual press trips with a focus on driving seasonal visitation
- **Timeline:** Host media throughout late May - mid October with invites going out starting in Q4 of 2026
- **Itinerary Logistics:** KHM leads itinerary outlines and route; 1000 Islands coordinates bookings

- **Targets:**
    - National publications like *Travel + Leisure, TimeOut, Fodor's, AFAR and Conde Nast Traveler,* with a focus on New York-based writers
    - Food and beverage journalists who can highlight the region's unique culinary scene
    - National outlets publishing overall travel guides including *National Geographic Traveler and Lonely Planet*
    - Top Canadian publications based out of our TMAC meetings



Public Relations Budget

Total 2027 Budget: $60,000

- Strategic leadership & management of all deliverables
- Approximately 20 hrs per month in support, inclusive of press trip coordination, TMAC coordination and staffing, media monitoring, monthly reporting and pitching. This increase is due to an increase in PR's hourly rate, along with the need for additional support for additional press visits.
- Earned media coverage monitoring + monthly reporting
- Vet, secure and coordinate 3 - 4 individual press trips to be hosted in destination in-season during the 2027 calendar year
- Representation at TMAC 2027

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Thanks!