



Kelowna - Photo by Destination BC/@vancouverfoodie

Travel Trade & Media Content Brief

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Thompson Okanagan Tourism Association
2280D Leckie Road, Kelowna,
British Columbia, V1X 6G6

Overview

This document highlights the details and expectations of the content produced from a contractual or mutual agreement between the Thompson Okanagan Tourism Association (TOTA) and Individual(s) who have entered a Travel Trade or Media agreement or contract. TOTA is dedicated to promoting mindful travel within the region, encouraging visitors and locals to leave a location better than when they arrived and enjoy the many attractions in a safe way to themselves and the communities around them. Along with celebrating the incredible beauty of the region, TOTA wished to showcase the diverse culture, welcoming businesses, and rich history that composes the region. Our content reflects our four main pillars of focus which are indigenous culture, sustainable travel, travelling with the senses, and accessibility for all. When working on behalf of TOTA we expect that you will be respectful and kind to all businesses and stakeholders offering their services to you.

Objective of this Document

1. To outline requirements of captured video and photo assets in order for them to be used by TOTA and associating accounts/organizations.
2. To outline the tags and hashtags that should be used in all content shared for the purpose of the contractual agreement or mutual agreement between TOTA and Individual(s) in Travel Trade or Media.
3. Highlight the expectations of TOTA when working with Travel Trade and Media personnel.

Audience

Our audience consists of middle aged men and women who identify with personas of gentle explorers, Outdoor Adventurers, Cultural Adventurers, Authentic Experiencers, and Free Spirits.

Accounts to Tag

Accounts

Thompson Okanagan Tourism Association Consumer website:

<https://www.thompsonokanagan.com/>

Thompson Okanagan Tourism Association Consumer Social Channels:

[Instagram](#) - @thompson_okanagan

[Facebook](#) - Thompson Okanagan

[Twitter](#) - @thompsnokanahan

[YouTube](#)

- Please tag the City DMOs and businesses you are visiting. They will be specified on your itinerary.

Hashtags

#ThompsonOkanagan

#ExploreBC

- Please use appropriate hashtags for the City DMOs and businesses you are visiting. They will be specified on your itinerary.

Photo/Video Asset Specifications

When under contract, keep in mind that TOTA's branding aligns with Destination BC's [Super, Natural British Columbia](#)® brand. We wish to gather photo and video assets that make a lasting impression, give visual detail that describes the region and pull on the emotions of viewers, and showcase the natural beauty of the region by drawing natural colours and shadows when editing. With wilderness imagery, people may be part of the shot, but the landscape is the star, and there is a strong sense of one-ness between the person and the landscape within which they are positioned

I. Including Individuals in Photo/Video Assets

Do not include shots of recognizable individuals in your captured photo and video assets unless they have signed the [Destination BC model release](#) that will be submitted to TOTA for their records. This ensures that TOTA and associated parties can freely share the assets without violating privacy of the individual(s).

II. Provide Asset Details and Credit When Transferring Assets to TOTA

Ensure details of the location of the photo/video asset are specified along with the details of the photographer/videographer to credit.

III. Content Follows the Following Best Practices

- Videos are socially optimized (vertical/square orientation, designed for sound off, attention grabbing, short)
- Music rights are in place for videos featuring music
- Watermarks aren't featured on photos
- Marketing-speak (cliched words and phrases) is avoided or used sparingly
- Ensure all content is highlighting businesses and areas outlined in the agreed-upon itinerary
- Content is factually correct and free of grammar and spelling errors
- Content is descriptive, factual, appropriate and specific
- Clothing worn by talent in the assets is appropriate and neutral

IV. Content Follows the Following Safety Measures

- Lifejackets and PFDs are visible on all persons in a vessel on the water (paddleboard, canoe, kayak, boat, etc.)
- Skiers and snowmobilers are wearing backpacks if they are in a backcountry area
- Skiers, snowmobilers, climbers and bikers are wearing helmets
- No current consumption of alcohol is visible (cannot capture the act of consuming the alcohol Eg. raising glass to your lips)
- Dogs are in areas where dogs are permitted (Provincial, National, and public parks)

- Tents are in a legal camping area
- People are in a legal hiking area and on designated hiking/walking trails
- Campfires are in a legal fire area and there is no fire ban when sharing or promoting content in real-time
- Does not feature unsafe activities (i.e. backflips off rocks or cliffs)
- Does not feature illegal activities
- If content is shot with a drone, the content captured is in legal area for shooting with drone and was captured with all proper permissions and licenses
- It is an actual place/experience a traveller to Thompson Okanagan and BC could go to/have
- Wildlife is respected (respectful distance, no human interactions, not being fed)
- Seasonal and geographic dispersion are considered; lesser known areas are featured

Helpful Links to Plan a Successful Shoot

<https://www.destinationbc.ca/learning-centre/top-tips-for-a-successful-photo-or-video-shoot/>

<https://www.destinationbc.ca/learning-centre/think-like-a-photographer-how-to-curate-great-ugc/>

→ If you have any questions please contact digital@totabc.com