

Press Trip Request Form



Thank you for your interest in visiting the Travel South USA (TSUSA) Region. **TSUSA is committed to assisting International journalists who are researching and developing media coverage for print, online and broadcast outlets to promote travel to the Travel South USA Region (Alabama, Arkansas, Georgia, Kentucky Louisiana, Missouri, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia).** You can start your research by browsing the information on TSUSA’s consumer and industry websites:

- Consumer: TravelSouthUSA.com
- Industry: TravelSouthUSA.org

We expect all press trip participants to:

- Meet with and tour host destinations or attractions
- Upon completion of the trip, send TSUSA evaluation of the visit so we can better serve others
- Send Travel South USA articles resulting from the visit

Name of Publication(s) / Outlet, Media Type	Femina – leading women’s magazine Søndag – leading women’s magazine Børsen – leading financial newspaper Politiken – leading newspaper
Publication Address/ Country of Origin	Denmark
Journalist’s Full Name and Title	Mikkel Bækgaard
Journalist’s Email	mikkelbaekgaard@gmail.com
Letter of Assignment Attached?	No letter of assignment, but PR agency Related has worked with him several times, and he always delivers + we know the media editors very well
Requested Arrival Date	April 20, 2023
Requested Departure Date	April 27, 2023
FAM Request	Virginia https://industry.travelsouthusa.com/virginia-media-fam
Do you have specific story angles or subjects that you would like to experience during your visit?	Gastronomy
Anticipated Publication or Broadcast Date of Story	Most likely Summer 2023

Journalist's Mobile # while in US (Journalist must maintain a valid US mobile number while hosted)	+ 45 50 56 33 90
Media Outlet Website (Or journalist's website, if freelancer)	Journalist website: www.mikkelbaekgaard.dk Femina: www.femina.dk Søndag: www.soendag.dk Børsen: www.borsen.dk Politiken: www.politiken.dk
Frequency of Media Outlet (e.g., weekly, monthly, etc.)	Femina: Weekly Søndag: Weekly Børsen: Daily Politiken: Daily
If Print Media... Circulation/Subscribers and Distribution (Locations/Method)	Femina: 184,000 readers Søndag: 276,000 readers Børsen: 139,000 daily readers in print Politiken: 237,000 daily readers in print
If Broadcast Media... Number of Viewers	N/A
Online Media: Unique VPM (as measured by Technorati or other)	Femina: 1 million UV/M Børsen: 549,000 UV/M. Politiken: 1.6 million UV/M.
First Visit to the South? (If not, please describe your last visit)	Visited New Orleans/Louisiana in 2009 (where we proposed to his wife)
Will you be shooting video or photography during your visit?	Photography
Do You Intend to Mention Host Hotel(s) in Story? (Hotels are more inclined to host journalists if included in coverage.)	Hotels will be included in the article if it's a recommendable experience (most likely)
Please list any food allergies, intolerances and/or special dietary restrictions	None
Do You Intend to Mention Host Restaurant(s) in Story? (Restaurants are more inclined to host journalists if included in coverage.)	Restaurants will be included in the article if it's a recommendable experience (most likely)

Will you need additional resources such as a translator?	No
Please share any additional information that may help us better assist you	

Completed forms should be emailed to Catherine Li, at Catherine@TravelSouthUSA.com.
Thank you for your interest in the American South!

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Name of Publication(s) / Outlet, Media Type	FrontRowSociety, Online Magazine
Publication Address/ Country of Origin	Riesweg 55, 48734 Reken, Germany
Journalist's Full Name and Title	Yvonne Asel
Journalist's Email	yvonne.asel@gmx.de
Letter of Assignment Attached?	no
Requested Arrival Date	April 20, 2023
Requested Departure Date	April 27, 2023
FAM Request t	Virginia
Do you have specific story angles or subjects that you would like to experience during your visit?	Fine Dining, High End Accomodation. If I get to go to Virginia, something oyster related would be great, as well as visiting a vineyard/do a vine tasting and see Jamestown.
Anticipated Publication or Broadcast Date of Story	Within 2-3 weeks after the trip
Journalist's Mobile # while in US (Journalist must maintain a valid US mobile number while hosted)	+1 4153238566
Media Outlet Website (Or journalist's website, if freelancer)	https://frontrowsociety.net

Frequency of Media Outlet (e.g., weekly, monthly, etc.)	Online, so continuous.
If Print Media... Circulation/Subscribers and Distribution (Locations/Method)	-
If Broadcast Media... Number of Viewers	-
Online Media: Unique VPM (as measured by Technorati or other)	367,000 Unique reader Facebook: 130,000 Instagram: 15,000 Pinterest: 450,000
First Visit to the South? (If not, please describe your last visit)	Nope. I used to live in the Bible Belt and had plenty of BBQs, went to gator farms and visited the Gulf Cost and the swamps.
Will you be shooting video or photography during your visit?	I'll mainly take pictures but also shoot some videos on my phone.
Do You Intend to Mention Host Hotel(s) in Story? (Hotels are more inclined to host journalists if included in coverage.)	If it's a luxury or a very unique hotel, I will.
Please list any food allergies, intolerances and/or special dietary restrictions	I'm a vegetarian who loves cheese.
Do You Intend to Mention Host Restaurant(s) in Story? (Restaurants are more inclined to host journalists if included in coverage.)	Possibly, if it's a fine dining or a unique restaurant.
Will you need additional resources such as a translator?	No
Please share any additional information that may help us better assist you	

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Name of Publication(s) / Outlet, Media Type	SiViaggia
Publication Address/ Country of Origin	Via del Bosco Rinnovato 8U, Assago - Italy
Journalist’s Full Name and Title	Ilaria Santi
Journalist’s Email	Ilaria.santi@italiaonline.it
Letter of Assignment Attached?	
Requested Arrival Date	April 20, 2023
Requested Departure Date	April 27, 2023
FAM Request	#7 MISSOURI Kansas City https://industry.travelsouthusa.com/missouri-media-fam
Do you have specific story angles or subjects that you would like to experience during your visit?	Historical places, movie locations, outdoor experiences
Anticipated Publication or Broadcast Date of Story	From April onwards
Journalist’s Mobile # while in US (Journalist must maintain a valid US mobile number while hosted)	+393316041251/+393472742925
Media Outlet Website	www.siviaggia.it

(Or journalist's website, if freelancer)	
Frequency of Media Outlet (e.g., weekly, monthly, etc.)	online
If Print Media... Circulation/Subscribers and Distribution (Locations/Method)	
If Broadcast Media... Number of Viewers	
Online Media: Unique VPM (as measured by Technorati or other)	5 million unique visitors/month
First Visit to the South? (If not, please describe your last visit)	No Last visit: Tennessee (Nashville + Memphis), September 2019
Will you be shooting video or photography during your visit?	Yes
Do You Intend to Mention Host Hotel(s) in Story? (Hotels are more inclined to host journalists if included in coverage.)	It depends on the hotel, if newsworthy
Please list any food allergies, intolerances and/or special dietary restrictions	No allergy
Do You Intend to Mention Host Restaurant(s) in Story? (Restaurants are more inclined to host journalists if included in coverage.)	It depends on the restaurant, if newsworthy
Will you need additional resources such as a translator?	No
Please share any additional information that may help us better assist you	

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Thank you for your interest in the American South!

3500 PIEDMONT Rd. NE, SUITE 775, ATLANTA, GEORGIA 30305

Alabama ~ Arkansas ~ Georgia ~ Kentucky ~ Louisiana ~ Mississippi ~ Missouri ~ North Carolina ~ South Carolina ~ Tennessee ~ Virginia ~ West Virginia