



*Dream of
Travel Writing*

Getting a Spot on a Group Fam or Press Trip

by Gabi Logan, founder of Dream of Travel Writing

A hand holding a vintage brass compass against a blurred background of a mountain landscape. The compass is the central focus, showing its intricate details and a small green gemstone in the center. The background is a soft-focus view of rolling hills and mountains under a bright sky. The text "Today, we're going to talk about..." is overlaid on the image in a clean, black, sans-serif font.

Today, we're going to
talk about...



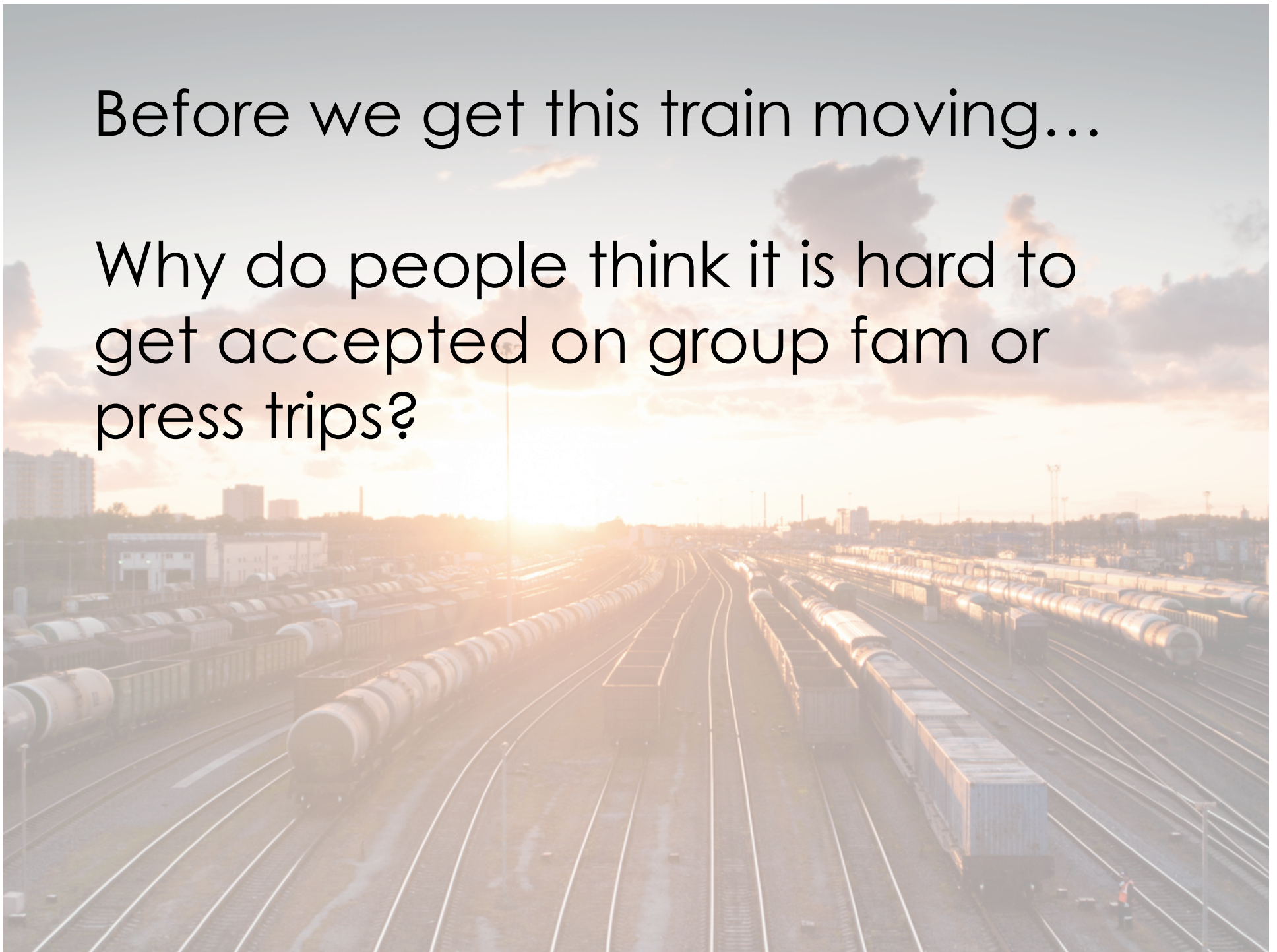
1. The very simple secret to getting on a press trip

2. How to find trips (or get found for them)

3. Evaluating trips once you find them (or receive them) and planning your approach.

Before we get this train moving...

Why do people think it is hard to get accepted on group fam or press trips?




A person in a dark shirt and shorts stands on a rocky shore, looking out over a calm lake. The lake reflects the warm, golden light of a sunset or sunrise, with the sky and surrounding mountains mirrored in the water. The scene is peaceful and scenic, with evergreen trees on the slopes.

When it's a fit, you
feel it right?

So do they.

(a.k.a. the “maybe”
problem”)

A background image showing a woman and a dog lying on a blue blanket outdoors. The woman is on the left, and the dog is on the right. They are both looking towards the camera. The background is a bright, sunny outdoor setting with trees and a clear sky.

There is one,
completely simple
way to get selected
for any press trip
you're interested in



What can you do
when you **aren't** what
they're looking for?

Ways to Find Out What They Want (when they don't tell you)

- Look at the PR Firm or CVB's clips page —what do they have **AND** what's missing
- Dig into the local government/hotel/ sponsoring party's objectives and reporting for the people who fund **them**—what do they promise to deliver in terms of coverage?
- Ask.

The Press/Fam Set-Up Steps

1. Initial email/application
2. Follow up (if needed)
3. More info on circulation/placements requested (if needed)
4. Itinerary released....time to negotiate
 - Locations
 - Timing
 - Free time
5. Bust your butt to get stories placed if you haven't already
6. Flights booked (if included): time to negotiate timing and days on your own before or after
7. Call with all folks on trip to discuss background (occasionally)
8. Final itinerary released: make sure everything you need is there and nothing is **crazy**



These trips are out
there, lurking...

Media Kitty, IFWTWA, NATJA,
SATW, LinkedIn, Facebook
Groups (PR Czars), Conferences
like the associations, TBEX +
Travel and Words

The background of the slide is a faded, grayscale image of ancient stone ruins. In the center, a person is standing on a path that leads through the ruins. The overall tone is historical and mysterious.

Want trips to come to you?

1. Get a high-profile clip (or 4)
2. Work your SEO
3. Network (with PRs and CVBs)

A person's hands are shown holding a small globe of the Earth. The background is a blurred world map. The text is overlaid on this image.

REAL TRIP INVITATIONS

Let's workshop!

From MediaKitty

Hope you are well! My name is Lucia Gonzalez, and I work for Kreps DeMaria, the PR firm representing InterContinental Hotels Group Latin America & Caribbean (IHG). I reached out to my friend Jenny Hart to invite her on this upcoming press trip below, but she was unable to go; therefore, she recommended I invite you as she thought you would be a great fit! Forgive the brief invite below, but it was just something quick I sent her.

We just confirmed a press trip to visit the InterContinental in San Juan, Puerto Rico on Nov. 9 – Nov. 12. The hotel was renovated about a year ago, and we have not been able to plan a trip to visit the destination until now. I'll be sending a formal email with all the details, but since this was just confirmed, I wanted to reach out right away. I look forward to hearing from you, and please let me know if you have any questions.

Good morning Gabi!

I wanted to reach out this morning to introduce myself – my firm is based in Vail, Colorado and we handle a variety of travel and lifestyle brands throughout the US. I was researching new food and travel writers my team has never worked with and ran across your website. I'd love the chance to work with you if you might be interested in a domestic food destination like Vail.

I'm not sure what your travel schedule is in September, but I wanted to reach out to see if you might be interested in joining us for a culinary press trip Sept. 25-28 to Vail. It would be great to meet you in person and we would love to showcase the destination and our growing culinary scene to you. Here's a brief description of the trip....

Experience firsthand why Vail's reputation as a culinary destination continues to grow. The fall culinary press trip is Sept. 25-28 and will explore the evolving dining scene in Vail with exclusive offerings such as internationally renowned [Matsuhisa, regional favorite Mountain Standard and the growing national spotlight that continues to shine on Kelly Liken.](#)

During the trip you will take a culinary cruiser tour of the area, enjoy special one-on-one experiences with Vail chefs, explore the [Top Shelf Harvest on Sept. 27 and work off the calories while enjoying outdoor pursuits. Options to hike, bike, horseback ride, fly fish or just relax in a spa also will be available.](#)

Please let me know if this is something that you might be interested in joining us for! If not, please let me know what type of stories you might be interested in hearing about and we'll make sure to note that in our records for future opportunities.

I hope to hear from you soon!

Thanks – Kristin

I hope you're doing well. I am reaching out because my client

[Marriott Convention and Resort Network \(an integrated network of over 60 JW Marriott, Autograph Collection, Renaissance, Marriott and Gaylord hotels dedicated to providing the ultimate meeting experience for group planners and customers\) is hosting a press trip in Hawaii from November 13-17, 2014 to preview the Network's four hotels \(located on different islands\) and to give media a first-hand experience of how those hotels execute and facilitate meetings. The Network will cover airfare, as well as meals, transportation and activities.](#)

We have **one more slot left**, so please let me know **as soon as possible** if you are interested in joining or assigning someone to join the trip on behalf of the meetings outlets you contribute to.

CRN Hawaii Member Hotels:

[Waikiki Beach Marriott Resort & Spa, Honolulu, HI](#)

- "Board Meetings": Host team building activities on surfboards or paddle boards on the beach where surfing and surf culture was invented: Waikiki Beach! Lessons are available for groups and teams.
- *Rejuvenate*: The resort has a brand new spa, Royal Kaila Spa for guest to relax for a productive day of meetings. Group packages are available for smaller groups or teams as an activity.

[Wailea Beach Marriott Resort & Spa, Maui, HI](#)

- *Top Chef style events*: The resort recently opened a new restaurant called MIGRANT, which can accommodate small or large group events. The restaurant was created by Top Chef finalist and fan favorite, Chef Sheldon Simeon who is also recognized by Food & Wine as "Best New Chef" in the Pacific and Northwest region. Top Chef style competitions can be held in the restaurant or on a larger scale as an event banquet as a team building activity.

- *Technology*: Goosechase app (#ExploreWailea) has created for guests to join a mobile/digital scavenger hunt around the property. This can be customized for small groups.

- *Beachside*: A new beachside juice bar has been added as a morning or sunset cocktail reception venue: Whale's Tale Juice Hut. The resort also offers beachside fire pits for cocktails or s'mores receptions

- *Team building*: Activities and fitness offerings are created by Xterra professionals and offered for all skill levels for team building exercises.

[Waikoloa Beach Marriott Resort & Spa, Waikoloa Beach, HI](#)

- *Chef Shuttle program*: Visit local farms and markets with the resort's head chef and then enjoy a meal by chef from the ingredients purchased that day. The resort has seen this used as a team building activity for small groups

- *Getting outdoors*: Breakout sessions are more fun in a cabana! Meeting planners can block the entire cabana building for a group as opposed to have everyone stay in the main towers with leisure guests.

- *Facts about the property*: It is the only beachfront resort in Waikoloa village

[Kauai Marriott Resort, Kauai, HI](#)

- *Breakout sessions*: This resort is popular for breakout sessions on the Jack Nicklaus designed 18-hole golf course. The course is the longest stretch of oceanside golf in Hawaii and is perfect for group outings and team building activities.

- *Team Building*: Weekly Kauai Coffee tasting events are available for guests and often used as a team building activity for groups to get a taste of

From Conferences

Hosted by Johnston County Visitors Bureau

Trip Dates: Sunday, May 14 – Tuesday, May 16

Max Number of Journalists: 10

Activity Level: High Impact

Nearest Arrival Airport/Train Station: Raleigh-Durham International Airport and Selma Amtrak Train Station

Description: Participants will get a taste of local craft beverages and regional dishes as they venture along the Johnston County Beer, Wine, and Shine Trail. The trail includes 2 family-owned wineries, 2 craft breweries, and the first local distillery to make legal moonshine in over 100 years. Along the way participants will also meet artisans, chefs, and mixologists working to combine local, unique ingredients into edible masterpieces. We can't wait to show you JoCo. Cheers!

Areas of Interest: Craft Beverages, Southern Cuisine, Food Travel

Guest Policy: Non-media guests not allowed

Albany FAM Tour #1: The Cuisine of Cascadia

Albany sits right in the heart of Oregon's wine country, but it is also known for a cornucopia of agricultural products grown there. It's the hops, berries, water, apples, grapes, grain and seed that make Albany an agritourism hub. You'll enjoy meals prepared by award-winning chefs, historic home tours and much more, all making this a tour you won't soon forget.

Meals will include Oregon wine-food pairing prepared by up-and-coming chefs from the local Culinary School (while you dine with city and tourism officials), a dinner prepared by a two-time "Chopped" winner, another dinner honoring Oregon's Native American foods (with the same menu that was served at the James Beard House in New York), and yet another dinner by the chefs at a renowned local Hungarian restaurant.

You will tour food processing sites, meet the owners of local wineries and a blueberry farm, and sample locally crafted hard cider, brews, wines and spirits. You'll even enjoy signature craft cocktails made just for you.

Albany has one of the largest collections of historic buildings in Oregon. You'll tour historic homes, visit a water-powered flour mill and visit some truly unique local museums.

Dates: April 25 (after the Travel & Words Conference ends) to April 29.

From MediaKitty

“Journalists with confirmed assignments are invited to a Montreal weekend media trip this July 1 supported by the Marriott Chateau Champlain and partners, including Media Kitty!

In 2017, Montréal will turn 375 years old. The city’s major milestone year offers everyone a one-of-a-kind opportunity to celebrate its wealth of history and culture as well as its rich heritage, its people, its iconic places and its neighbourhoods. This will be the trip theme.

A complete agenda is being built. Early expressions of interest appreciated. Given the volume of expected replies, we will be back to those short-listed. Merci!”

I represent the St. Anthony Hotel (<http://www.thestanthonyhotel.com/>) in San Antonio, TX which is one of the city's most historical and fascinating properties. From February 17th – 19th we are hosting a press fam trip around the San Antonio Rodeo and Livestock show as the hotel is one of the main sponsors. We will also host other activities during the weekend and can let you know once details are ironed out.

****Please Note**** Airfare compensation will not be included; however once you are on the ground we will take care of everything. Please let me know if interested!

Seeking to place qualified U.S. journalists within their targeted outlets on upcoming press trips/assignments/stories with Walk Japan for fall 2017 trips. We are specifically looking for healthy, active journalists with high distribution outlets in cities (or national distribution) that have direct flights to Japan. We have 3 spots left for fall.

Walk Japan appeals to an active, international traveler with a 35+ age clientele. Please review the website (www.WalkJapan.com) to gain a thorough understanding of the product to ensure we are a match for targeted audiences listed below.

Qualified writers will represent high-circulation, high-end outlets or have reliable syndication. Preference is given to those with confirmed assignments for airline magazines with service routes to Japan and large daily papers or magazines in cities with direct route service to Japan as well as writers with multiple outlets and are offering multiple articles and writer/photographers. Tours provided/hosted for journalists, airfare for select, qualified journalists (we usually host only 3-4 per season). Plus ones, or plus my photographers regrettably are not included in hosting.

We will evaluate all media pitches and will respond to those that most closely match our client's objectives.

Send pitches, queries and links to clips to Margot Black at Hello@BlackInkPR.com. Kindly reference "Walk Japan" in title bar along with your name.

We will do our best to follow up on all pitches in a timely manner, please give us 2-3 weeks for response time. In addition, we are open to be included in any round-up stories about Walking Tours or active vacations."

What to Have (and not Have) in Your Pitch

- Brevity
- Numbers/names rather than explanation
- A clear indication of assignment vs. plans and regular contributorship/likelihood of publication
- A clear pitch/coverage plan
- Case studies of past trips
- Skip: your/your blog/you career's life story, personal interests, and anything that is not names and numbers

Check as Many “Must Have” Boxes as You Can:

- Good topic/destination match
- Track record/previous coverage
- Guaranteed coverage
- High-profile coverage
- Diversity of coverage
- Does social matter?

Thanks so much
for joining us today!

It was a pleasure chatting
travel writing with you 😊

Whenever you need to double check an idea fit, your assumptions about editors, or your self doubt on whether your idea is good, email questions@dreamoftravelwriting.com.

