



*Dream of
Travel Writing*

How to Earn Big with Travel Content Marketing Writing

by Gabi Logan, founder of Dream of Travel Writing

A hand holding a vintage brass compass against a blurred background of a mountainous 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...

A wooden desk with a laptop, a bowl of white pebbles, a succulent plant, and a smartphone.

1. Why do companies need us and what do they need us for

2. Real life examples of travel content marketing gigs out there


3. Which travel content marketing pays the best and what you should avoid



**Why do companies
and tourism boards
need us and what do
they need us for?**

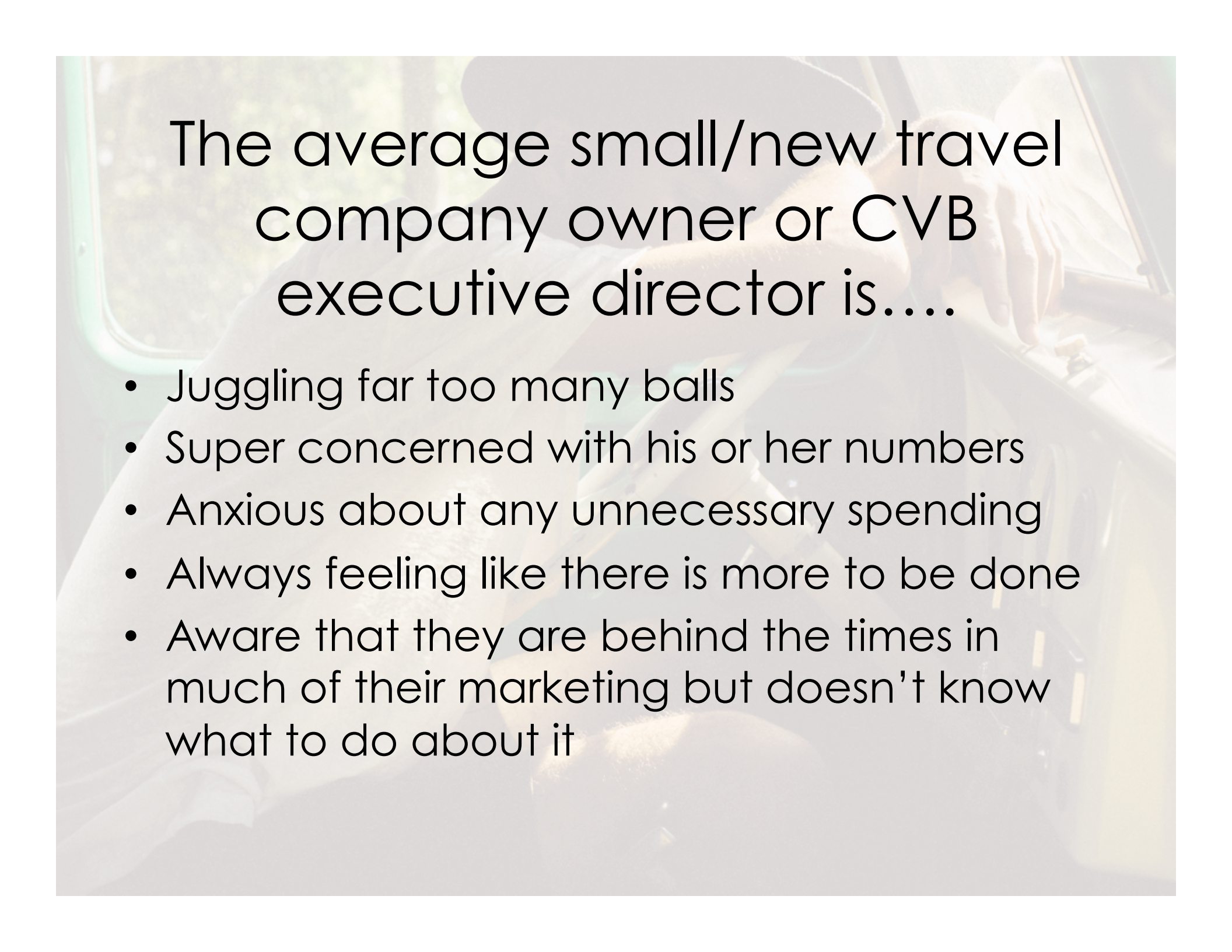
1 out of 11 people in the world
works in the travel industry or a
related sector



A person wearing a hat and a plaid shirt is sitting in a field of tall grass or reeds. The image is faded and serves as a background for the text.

There's many different types of travel content marketing

- Email newsletters
- Blog posts
- Social media posts
- Case studies
- White papers
- Sales copy
- Product descriptions
- Sales sheets
- Event books
- Custom magazines
- Brochures
- And more

A person is driving a car, with their hands on the steering wheel. A laptop is open on the dashboard. The background is a blurred view of trees and a road.

The average small/new travel company owner or CVB executive director is....

- Juggling far too many balls
- Super concerned with his or her numbers
- Anxious about any unnecessary spending
- Always feeling like there is more to be done
- Aware that they are behind the times in much of their marketing but doesn't know what to do about it

They just don't really get it...

*“Typically, a blogger **doesn't write a comprehensive essay** about a destination—the way a traditional journalist might—but instead **works at the dizzying speed of the internet**, posting updates, pictures, check-ins and other social media-friendly content to create a kind of digital bread-crumbs trail that leads to a destination. Selfies, hashtags, Vine videos—**this isn't the stuff of lofty travel writing**, but it's the way of the digital and mobile world, where the appetite for bite-sized bits of content to consume while scrolling is insatiable.”*

I'm sure you're already familiar with a lot of types of travel content marketing

- Michelin (tires)
- Viator (tours)
- Trivago (commissions)
- World Nomads (insurance sales)
- Matador Network (seems like info for travelers, but actually makes its money creating branded content for companies!)
- Airline magazines (flights)
- Destination magazines (Visit CA)

There are a lot of benefits of this type of work:

- If you're new, you'll have an editor who will push you to use detail, cut the cliches, and not fall back on vague, meaningless words
- You'll have a steady income while you learn new skills or research new destinations or types of travel
- You can amass a lot of clips quickly



There are companies out there that are happy to connect you to these opportunities, for a price:

- Contently has some good ones (Mastercard, cruise lines, Marriott); also well-paid
- But whenever you go this route, you're sacrificing
 - Pay
 - Good contract terms
 - The ability to choose editors you like to work with

A photograph of a metal walkway bridge with a grid floor and railings, set against a background of a dense forest. The bridge leads into the distance, flanked by tall trees and lush greenery. The image is semi-transparent, allowing the text to be overlaid clearly.

The best-paying
opportunities are the ones
you create yourself!

(or the case of BlogMutt)



**Real Life Examples of
Travel Content
Marketing Gigs Your
Peers Are Out There
Getting Paid For**

Shhhhh.....I can't tell you (my experiences with ghostwriting)

- Background in ghostwriting
- Background in Italy
- Easy to set up
- Only targeted people who already had blogs
- Important to gain trust early on when doing content strategy

You often wear a great many hats:

- TRPZ.com: As Managing Editor for this online travel startup, I advised the CEO on branding, content marketing, social media tactics, blog and website set up, all website content and blog posts.
- EnchantedAprilInn.com: For this startup, I developed travel content and consulted on branding, online marketing, email campaigns and website design

You often get complete control over an entire “magazine”

- **Fred.\ Holidays – Brochure** - I wrote the copy for and project-managed the publication of this 84 page brochure, working alongside a graphic designer, and liaising with the company's operations manager, tourist boards and other suppliers.
- **Cruisin' Magazine | Fred.\ Cruises** -The second edition of Cruisin' Magazine for which, again, I researched and wrote all ad copy as well planning the content and pagination and liaising with advertisers.
- **Star Clippers / Kirker brochure** - Work on this brochure entailed writing hotel descriptions and destination information in order to showcase each holiday package in the best possible way. I also wrote the generic introductory pages and worked with the designer to ensure that content was both accurate and compelling.
- **Pullmantur Cruises UK Brochure** - I researched and wrote all copy for the Pullmantur Cruises UK brochure in addition to project-managing the production and distribution to consumers and the travel trade.

Or an entire website:

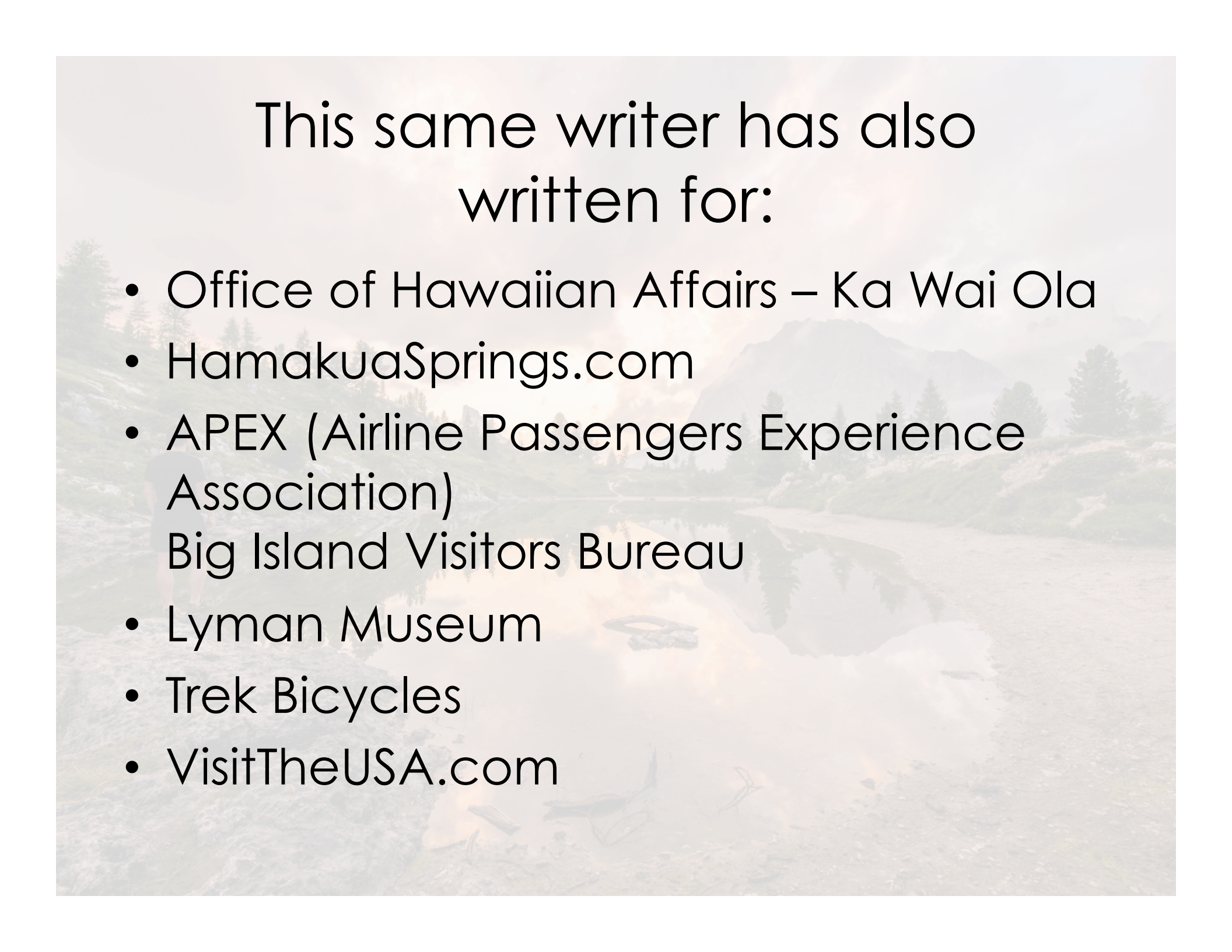
- **Blanc Boutique Hotel:** *Content for a branded website of a new upmarket boutique hotel*
 - Handled the entire content of the branded website of this exclusive property in Sliema. SEO was a consideration only on a few dedicated pages that could rank on Google and bring organic traffic to the website.
- **Lotus Room Yoga Center** - *Content writing and on-page SEO for yoga centre website*
 - SEO content marketing for new WordPress website. Front-end editing and text formatting using Themify builder. Back-end on-page SEO includes sitemap optimisation, menu optimisation, site info, connecting Analytics and Search Console, etc.
- **Palazzo Stagno** – Content writing for events venue website
 - Following a tour of the Palazzo, this client entrusted me with developing the site map and fresh content of the new website to represent the wedding and events venue's marketing concept. I also wrote copy to appear on third party websites.

Or get to write travel content in unusual places:

- On the Road Circa 1914: Glamping with Henry Ford & Thomas Edison *Ancestry.com*
- Ghosts of Presidents Past: Who's Haunting the White House *Ancestry.com*
- What Was it Like to Live in 18th-Century England? *Ancestry.com*


Tourism Boards Offer Some of the Best Opportunities for Storytelling

“In my early content writing days, I worked consistently for My Destination Malta and wrote much of the content of this website. Includes, but is not limited to, the entire [towns and villages](#) section, several [travel articles](#), and many of the profiles of local businesses.”



This same writer has also
written for:

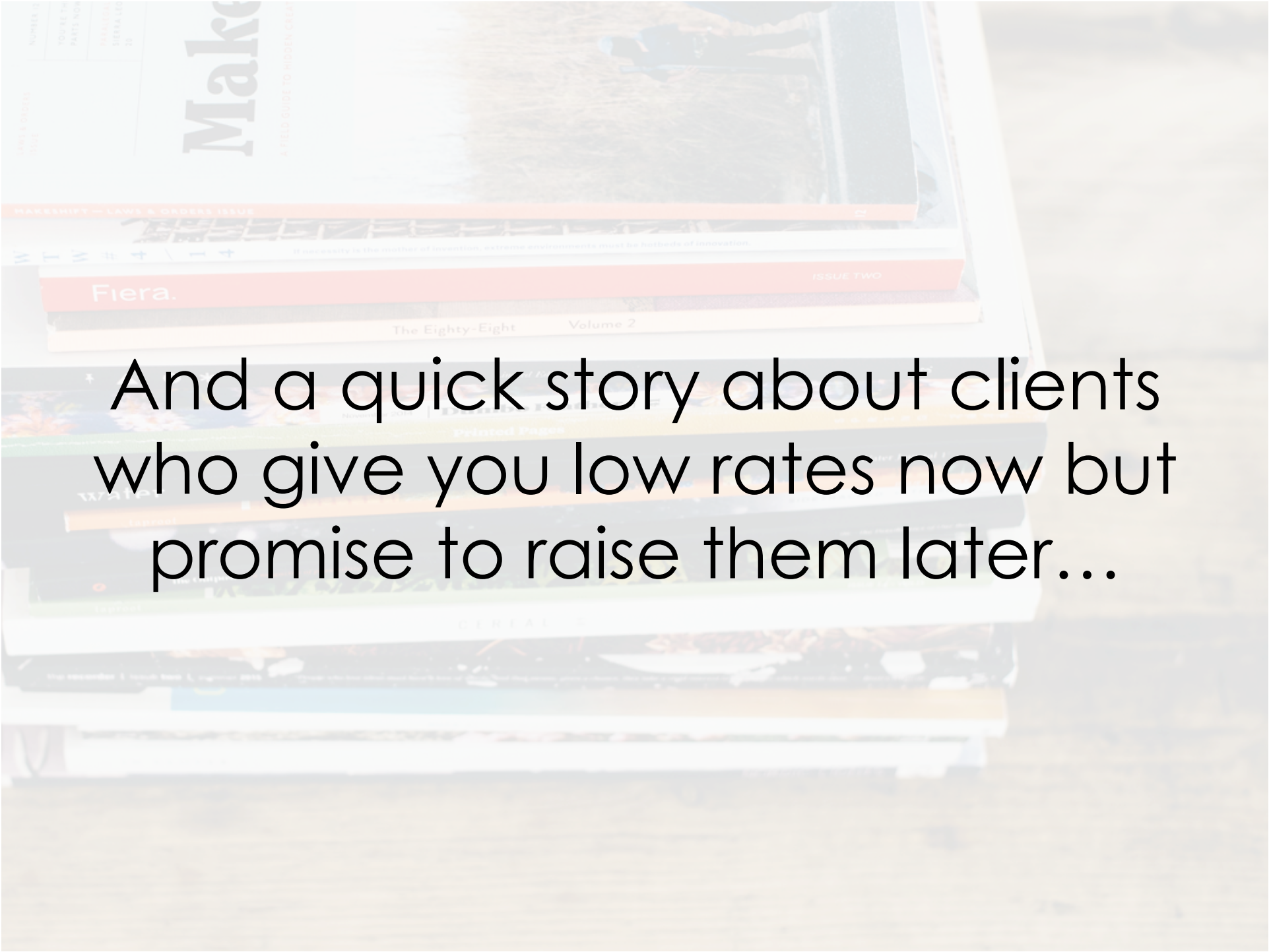
- Office of Hawaiian Affairs – Ka Wai Ola
- HamakuaSprings.com
- APEX (Airline Passengers Experience Association)
Big Island Visitors Bureau
- Lyman Museum
- Trek Bicycles
- VisitTheUSA.com



**Which travel content
marketing pays the
best and what you
should avoid**

Low-Paying Travel Content Marketing Work

- Writing social media posts
- Writing short blog posts
- Photo editing for social media
- Writing descriptions of hotels, condo rentals, tours, etc. with a lot of sections and details to research but a low overall word count

A stack of various magazines and newspapers is shown, slightly out of focus. The top magazine has the word 'Make' in large letters and a subtitle 'A FIELD GUIDE TO HIDDEN GREAT'. Below it, another magazine features the word 'Fiera.' and 'ISSUE TWO'. Further down, 'The Eighty-Eight' and 'Volume 2' are visible. The text 'If necessity is the mother of invention, extreme environments must be herbed of innovation' is also present. The background is a blurred outdoor scene with a person walking in a field.

And a quick story about clients
who give you low rates now but
promise to raise them later...

Well-Paid Travel Content Marketing Work

- Content strategy
- Social media strategy
- Ghostwriting for company owners
- White papers
- Full site re-writes
- Writing destination “stories”
- Anything involving “storytelling” puts you ahead of in-house copy writers (and a quick anecdote about VAs)

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.

