



*Dream of  
Travel Writing*

# Writing for Travel Trade Magazines 101

by Gabi Logan, founder of Dream of Travel Writing

A hand holding a vintage brass compass against a blurred landscape background. The compass is the central focus, held in a person's hand. The background shows a hazy, mountainous landscape under a bright sky. The text "Today, we're going to talk about..." is overlaid on the image.

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





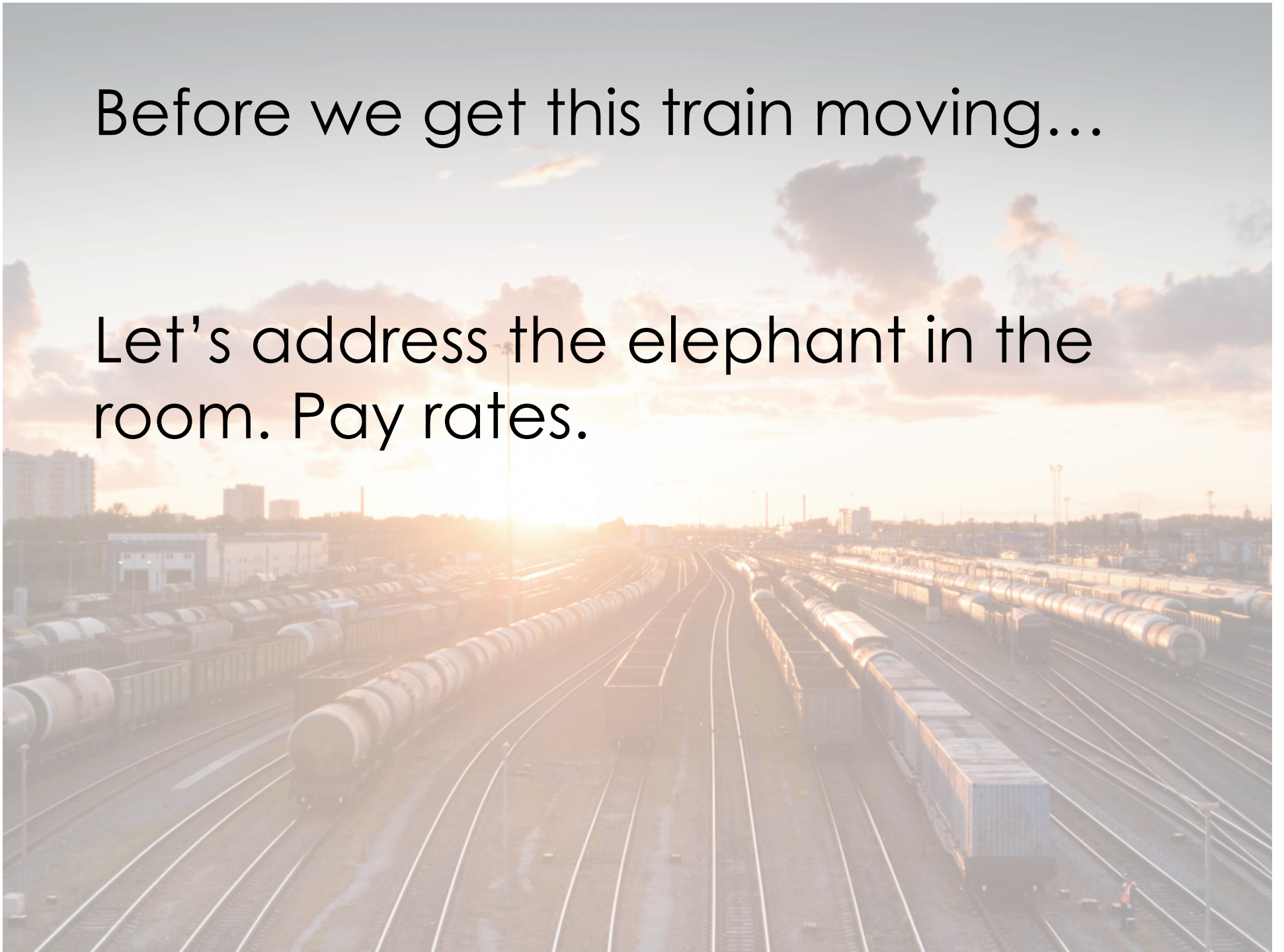
1. Why travel trade magazines might be that key thing missing from your income mix

2. What it is like to write for travel trades and the unexpected benefits

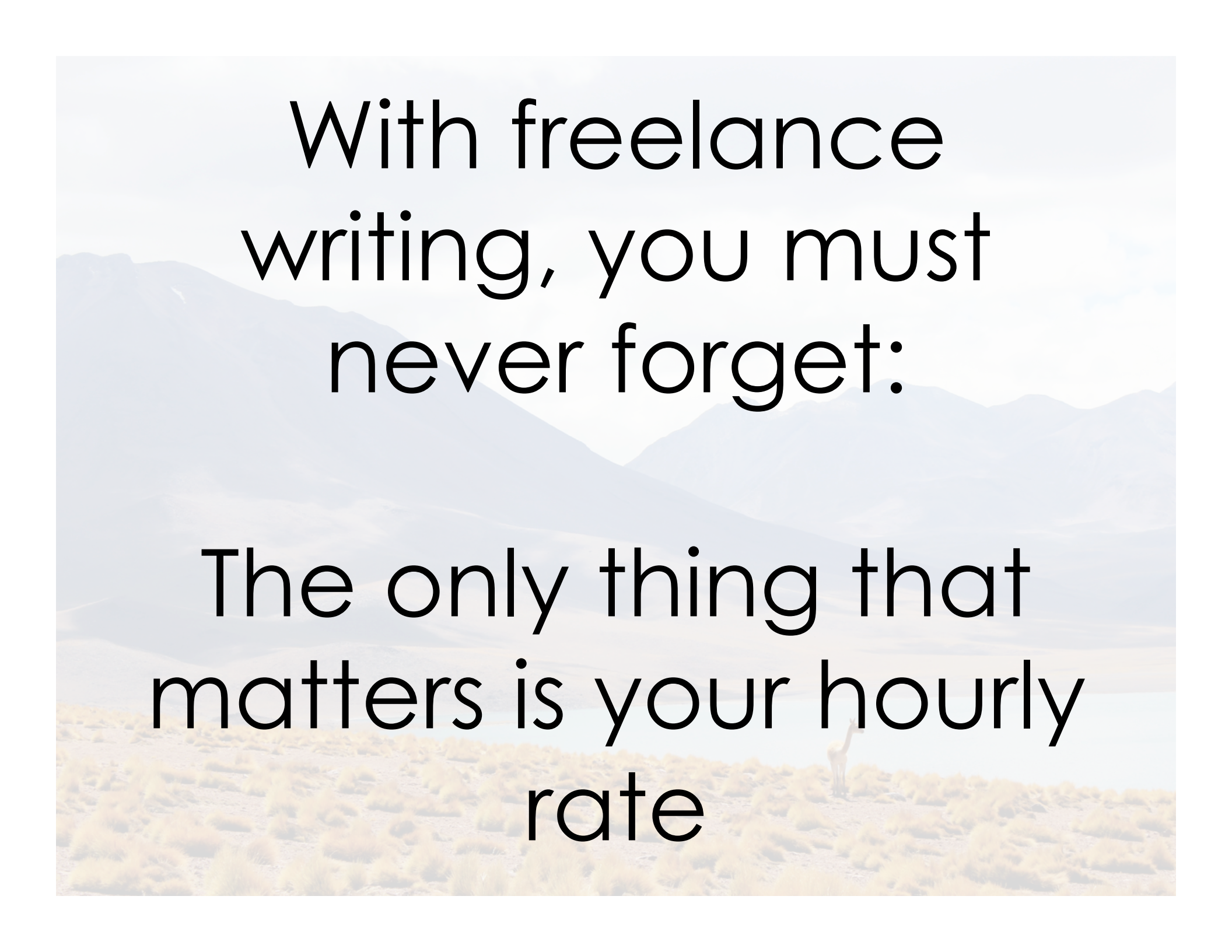
3. What kinds of travel trade magazines are out there and how to approach them

Before we get this train moving...

Let's address the elephant in the room. Pay rates.






The background of the slide is a blurred photograph of a desert landscape. In the foreground, there are low-lying, yellowish-brown bushes. In the middle ground, a giraffe is visible, standing and looking towards the right. The background features a range of mountains under a clear sky.

With freelance  
writing, you must  
never forget:

The only thing that  
matters is your hourly  
rate

A top-down view of a person's hands holding a white mug of coffee. The scene is set on a wooden table with various items: a laptop, a bowl of oatmeal, a magazine, and a watch. The magazine has the text 'SPLENDOR IN THE GRA...' visible. The overall atmosphere is calm and focused.

Why are travel trade magazines a much more stable income stream than consumer magazines?



A person with long brown hair, wearing glasses and a brown patterned scarf, is shown from the back, looking out over a body of water. The image is faded and serves as a background for the text.

They pitch you.

**\*\*mind blown\*\***



Where the magic  
really happens....

The work builds your  
skills + connections



A hand holding a globe over a world map background. The globe is held in the center, and the background is a blurred world map. The text is overlaid on the globe.

What kind of travel  
trade magazines are  
out there?

# Main Subdivisions

1. Tour operators
2. Travel agents
3. General industry
4. Hotel professionals
5. Meeting planners
6. Hospitality industry



## **For Tour Leaders**

Bus Tours Magazine  
Family Reunions  
Going on Faith  
Group Leisure Magazine  
Group Tour Magazine  
Group Travel Leader  
Group Travel Organiser Magazine  
Group Travel World  
Groups Today Magazine  
Itineraries Midwest  
Leisure Group Travel  
Religious Travel  
Select Travel  
Specialty Travel Index  
Sports Events  
Student Travel Magazine

## **For Travel Agents**

Agent@Home Magazine  
Cruise Industry News  
Destination UK  
GSA Travel Magazine

Hungarian Traveller Magazine  
Irish Travel Trade News Magazine  
Jax Fax Travel Marketing Magazine  
Luxury Travel Advisor  
PAX News (UK)  
Travel Agent Magazine  
Travel Bulletin (UK)  
Travel Daily (Australia)  
Travel Talk Media (Australia)  
Travel Trade Cyprus  
Travel Trade Europe  
Travel Trade Gaz  
Travel Trade MENA  
Travel Trade Russia  
Travel Travel Luxury  
Travel Trend News China  
Travel Weekly  
TravelAge West  
TravelPress (Canadian)  
TTG (UK)  
TTG Asia  
TTG Mena  
Vacation Agent Magazine

## **For Hotel Professionals**

Global Hotel Magazine  
Hospitality Magazine  
Hospitality Technology  
Hospitality Today  
Hotel Business Review  
Hotel Design Magazine  
Hotel F&B Magazine  
Hotel Owner Magazine  
Hotelier  
HOTELS Magazine  
Lodging Magazine  
Luxury Hoteliers  
Western Hotelier Magazine

## **For Meeting Planners**

Association Conventions & Facilities  
Association Meetings  
Business Travel News  
California Meetings + Events  
CIM Magazine  
Collaborate  
Colorado Meetings + Events  
Conference and Meetings World  
Corporate & Executive Travel

Meetings Focus  
Meetings International  
Michigan Meetings + Events  
Midwest Meetings  
MIM Europe  
Minnesota Meetings + Events  
Mountain Meetings  
New Jersey Meetings + Events  
Northwest Meetings + Events  
One+  
Pennsylvania Meetings + Events  
Physicians Travel and Meeting Guide  
Prevue Meetings  
Religious Conference Manager  
Reunions Magazine  
Small Market Meetings  
Smart Meetings  
Special Events Magazine  
Successful Meetings  
Texas Meetings + Events  
The Meeting Professional



# What kind of articles do you write for them?

1. News briefs
2. Features
3. Profiles
4. Round-ups
5. Reviews

# “Pitching” Travel Trades

*EXPLORE*  
VOLUME ONE

TWO THOUSAND & SIXTEEN





A photograph of a cornfield with a straw hat and a plaid shirt resting on a stalk of corn in the center. The image is semi-transparent, allowing the text to be overlaid.

To LOI or not to LOI?



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](mailto:questions@dreamoftravelwriting.com).

