



*Dream of  
Travel Writing*

# How to Prepare for Your Press Trips

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a coffee shop setting. In the foreground, there is a white cup of coffee on a saucer. To the left, a smartphone is visible. In the background, there is a vase of purple flowers and a white napkin. The text "Today, we're going to talk about..." is overlaid in the center.

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

1. You burning questions on pitching press trips

2. Pre-research your itinerary and breaking up your trip for focus areas

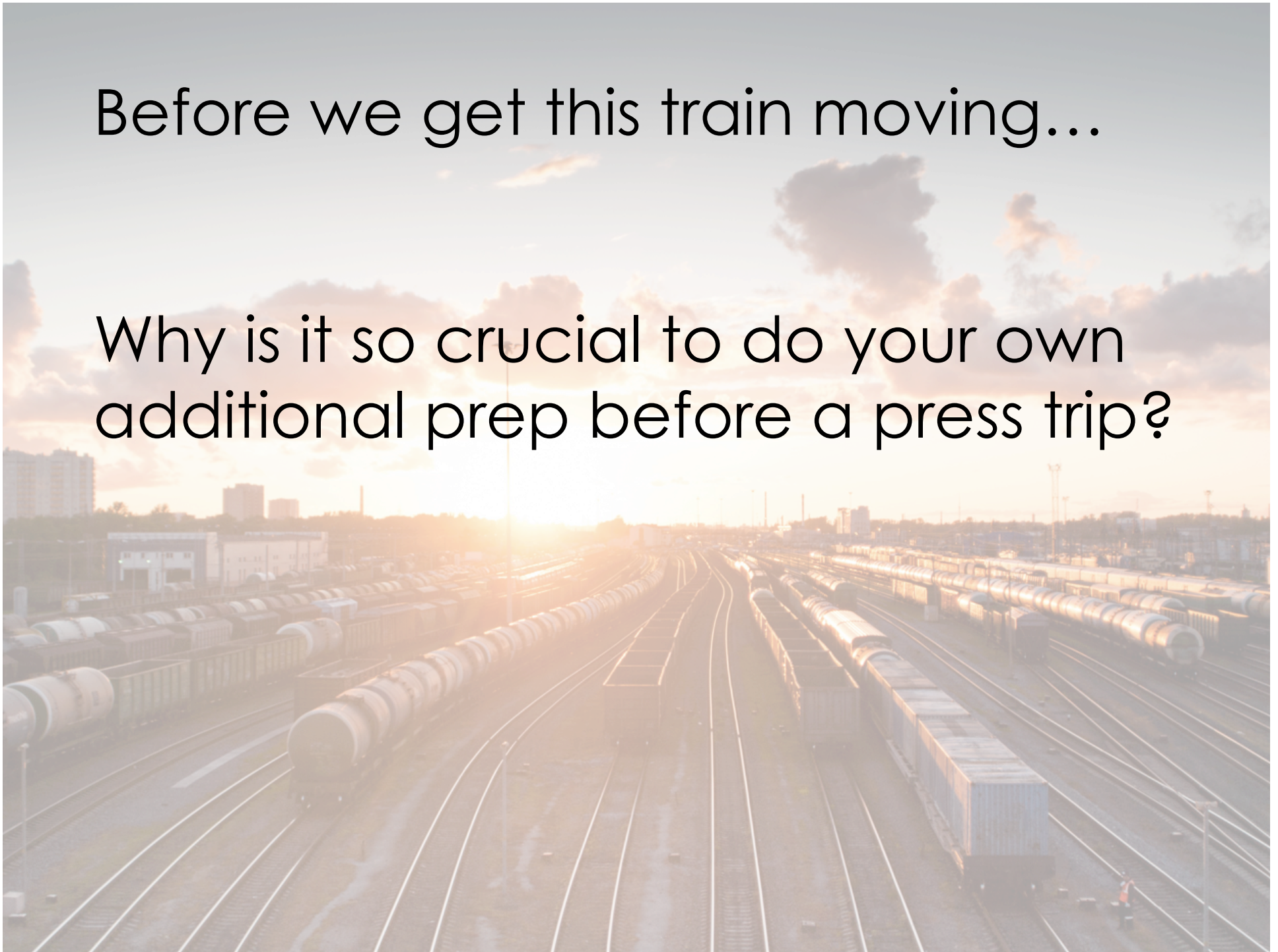
3. Matching your research to specific sections to make sure you get the \*right\* research on the ground



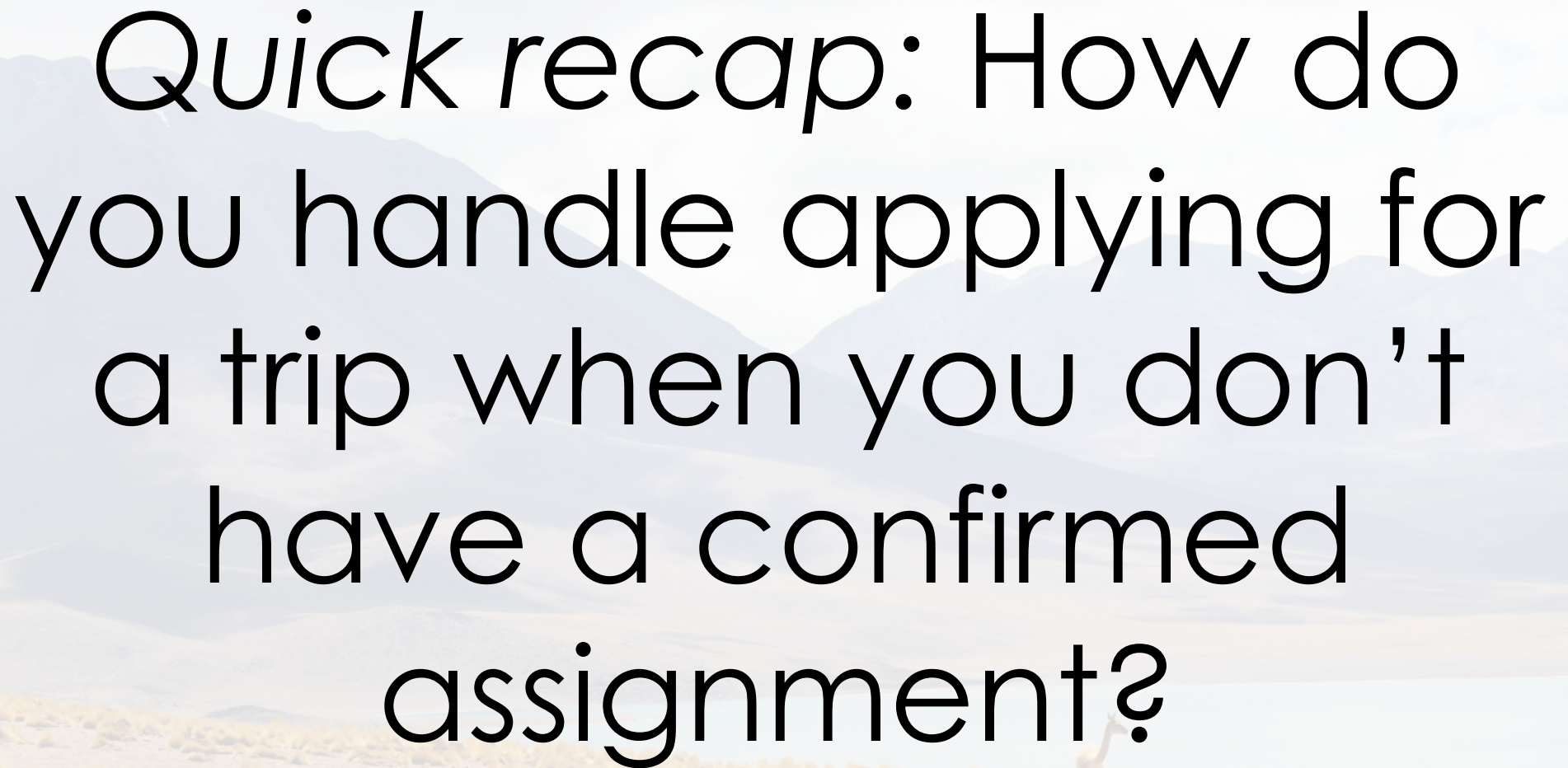


Before we get this train moving...

Why is it so crucial to do your own additional prep before a press trip?



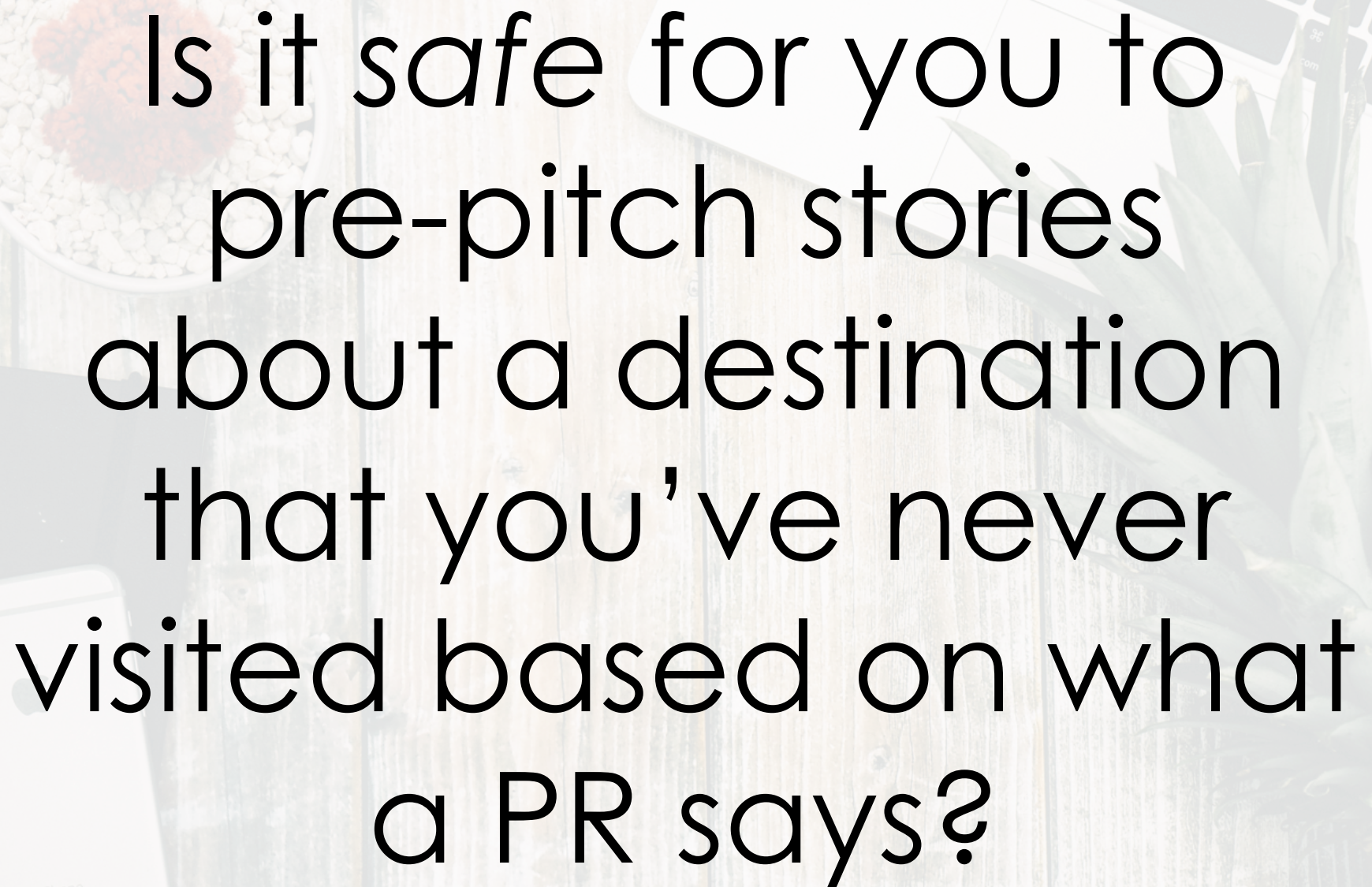


The background of the slide is a photograph of a desert landscape. In the foreground, there are numerous small, yellowish-brown shrubs. In the middle ground, a giraffe is visible, standing and looking towards the right. The background consists of rolling hills and mountains under a clear, light blue sky.

*Quick recap:* How do you handle applying for a trip when you don't have a confirmed assignment?


*More specifically:*  
Should you apply for  
or except a press trip  
even if you don't  
have a story lined  
up?





Is it *safe* for you to  
pre-pitch stories  
about a destination  
that you've never  
visited based on what  
a PR says?



A person is seen climbing a steep, snow-covered mountain slope. The scene is set during sunset or sunrise, with a warm, golden glow in the sky and soft shadows on the snow. The person is positioned on the right side of the frame, moving upwards. The background shows a vast, hazy mountain range under a cloudy sky.

What if you go on a trip expecting to pitch post trip and none of your pitches are accepted?

A hand holding a pencil over a notebook with a grid pattern, symbolizing research and idea development.

Reframing your  
research for pitch  
ideas



# Type of Article


- News brief
- Interview
- Business profile
- Person profile
- Round-up
  - Multi-destination/activity (basket of kittens)
  - Destination guide
- Narrative feature
- Postcard
- Personal essay
- Service/how-to





# What Often Goes Wrong

- Just one venue → Round-up
- Single-venue story on something that's not new → business best practices profile on individual or location
- Full-destination, full-trip piece → Transformation tale or itinerary

A person wearing a plaid shirt and a hat is standing in a cornfield. The person is looking down, and the corn stalks are in the foreground and background. The image is slightly faded, making the text overlaid on it stand out.

There is no message  
without an audience.  
What is yours?



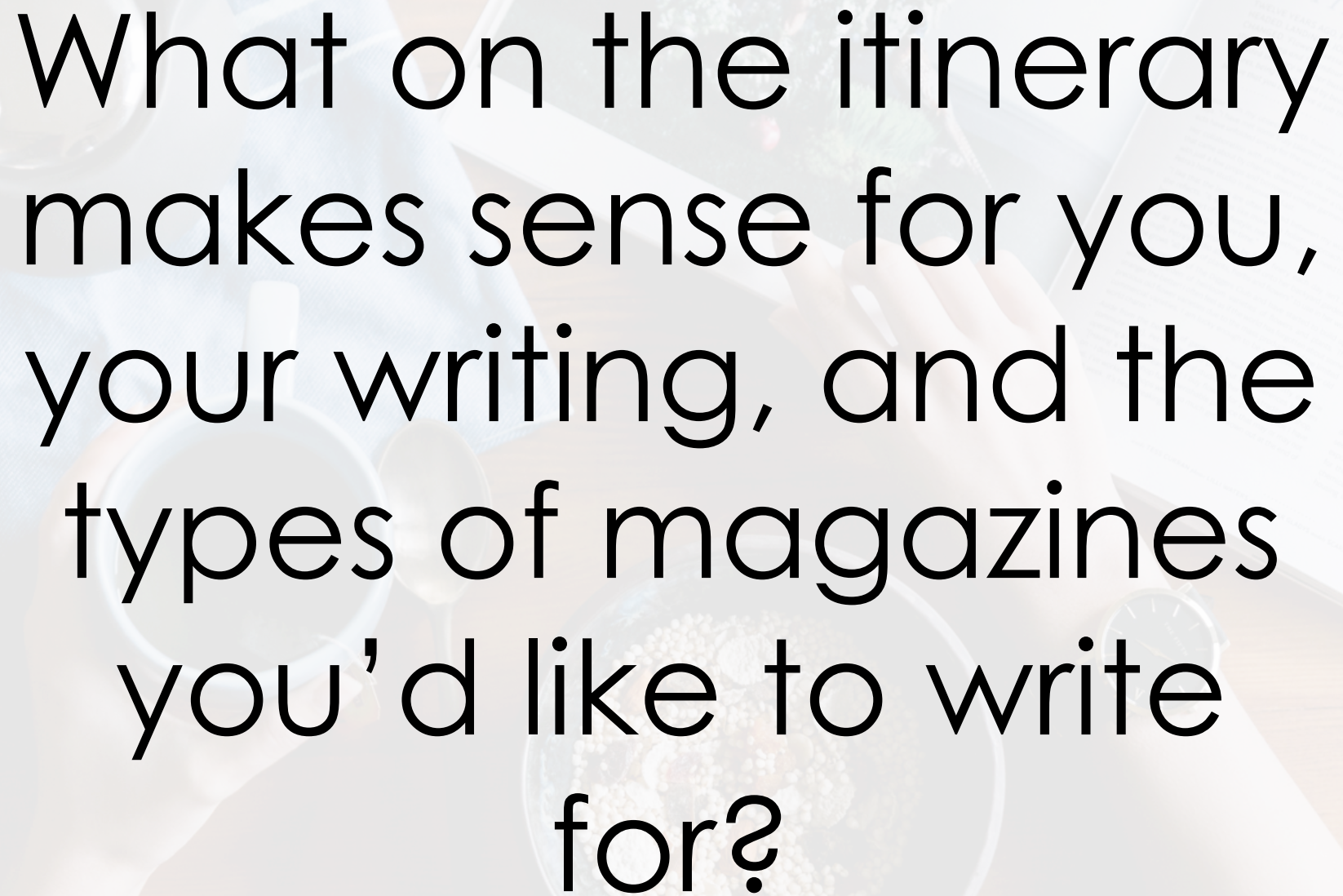
# The First-Pass Research Questions

- What's already been written?
- What is the area's demographic?
- What is the destination looking for/ expecting in terms of coverage?
- Who flies there? Is it a drive-in market? How far?



# Pre-Trip Experience

- Are flights included?
- Can you ask for extra days?
- Working the confirmed assignment  
Catch-22
- Can you ask for changes in the itinerary?
- Can you ask/push for the itinerary?



What on the itinerary makes sense for you, your writing, and the types of magazines you'd like to write for?

	Travel Style	Type of Article	Audience	Geo Regions	Int'l Distribution
River Oaks District					
Moody Center					
Neighborhood Arch Walk w/L					
Buffalo Bayou Park					
The Menil					



# Filling in the Markets

- Focus on a few areas of interest/attractions
- Break out into many ideas with many potential markets
- Pitch before or after?
  - Depends on you
  - Depends on lead time

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).

