



*Dream of  
Travel Writing*

# Selling Blogging to Travel Companies and Tourism Boards

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. Why blogging now

2. Where does the money come from  
and how do you get it

3. Where do begin proposing content  
and setting up your sales pitch





Before we get this train moving...

Why is now the time to be selling  
blogging to travel companies and  
tourism boards?

# WRITE FOR TRAVEL OREGON

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## Contributor Submission Guidelines

Got something to say about travel, food and drink or the great Oregon outdoors? We are always on the lookout for great Oregon storytellers. Here are some opportunities to contribute to the Travel Oregon story:

**Freelance:** We contract with writers, photographers and videographers to produce the quarterly collection of stories we call **Seasonal Features**. These stories highlight the Oregon spirit in people and places around the state. Itineraries and profiles are written by experienced travel, food and outdoor writers, but we'll always consider a great story idea from a newbie. Take a look at the section, then send us your idea.

## **MARKETING DEPARTMENT**

Expand brand awareness and interaction by building on the current CVB brand and through further utilization of the “Find Your Reason” campaign to reach a broader audience in both traditional and digital spaces.

- Develop original, shareable and engaging content for social media and blog.
- Redesign Visitlascruces.com content to be more direct and user friendly to visitors both planning trips as well as when they are in Las Cruces.
- Use social media channels such as Facebook, Twitter, YouTube and Instagram to grow our social audience, build brand ambassadors, and to spread the word about things going on in Las Cruces.
- Continue to collect and utilize data in order to create a reliable and accurate profile of people visiting Las Cruces.
- Expand visitor email database.
- Continue to generate video content scaled for YouTube, Facebook and Instagram.

# Why Blogging?

- Over its lifetime, one compounding blog post creates as much traffic as six decaying posts. (HubSpot, 2016)
- Companies that published 16+ blog posts per month got almost 3.5X more traffic than companies that published 0-4 monthly posts. (HubSpot, 2015)
- B2B companies that blogged 11+ times per month had almost 3X more traffic than those blogging 0-1 times per month. (HubSpot, 2015)
- B2C companies that blogged 11+ times per month got more than 4X as many leads than those that blog only 4-5 times per month. (HubSpot, 2015)
- Companies that published 16+ blog posts per month got about 4.5X more leads than companies that published 0-4 monthly posts. (HubSpot, 2015)

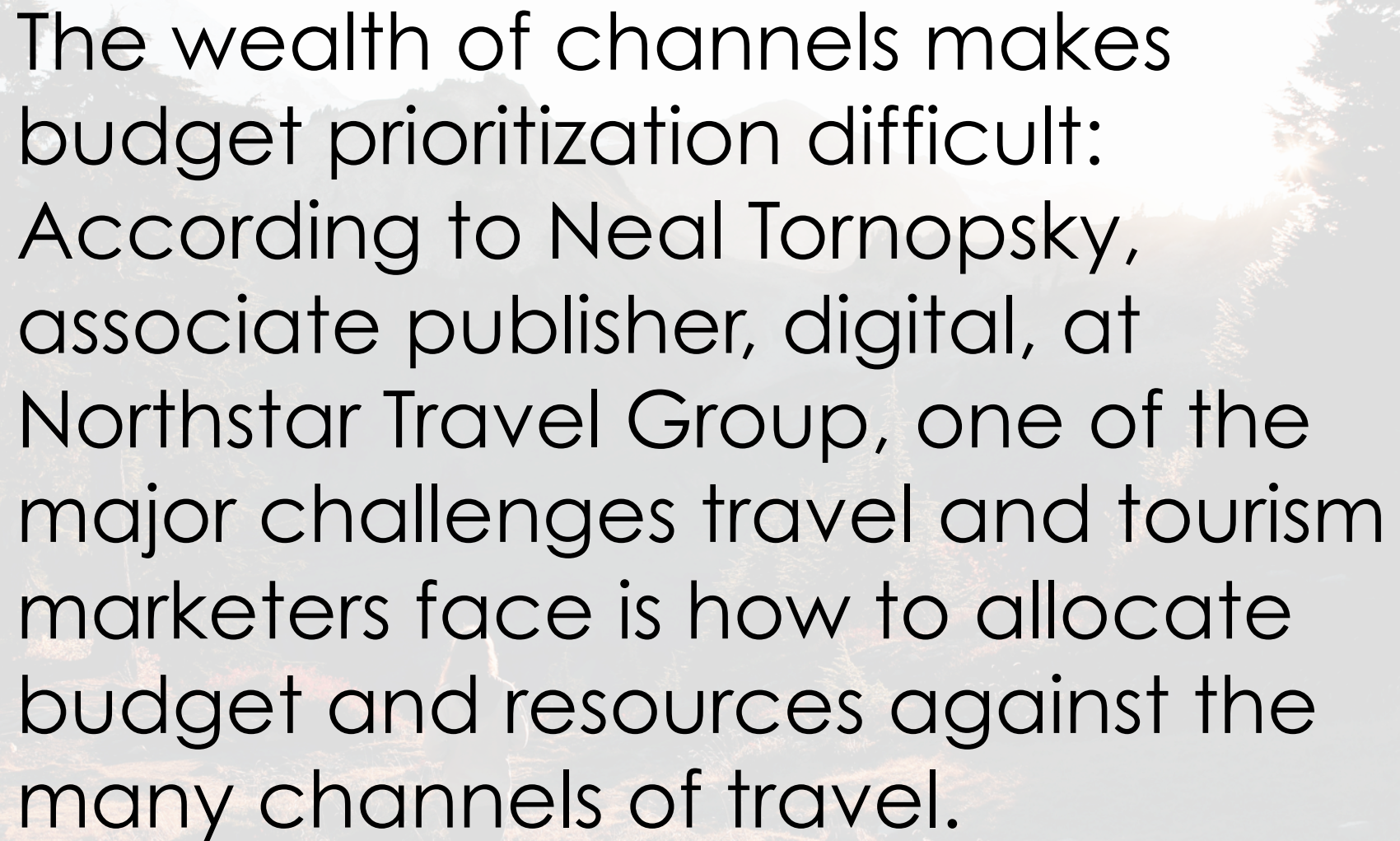
# Customer Journey



- Unhappiness
- Desire
- Many Options
- Final Option
- Decisions

(also see Deloitte and Touche Micro Moments)





The wealth of channels makes budget prioritization difficult: According to Neal Tornopsky, associate publisher, digital, at Northstar Travel Group, one of the major challenges travel and tourism marketers face is how to allocate budget and resources against the many channels of travel.

- Content Marketing Institute



Marketers need  
multichannel  
content and it starts  
somewhere



Let's set some  
definitions

A person wearing a plaid shirt is working in a cornfield, with their hands near the base of a corn plant. The background shows a vast field of corn under a bright sky.

DMO  
CVB  
Earned  
Owned

CVBs are budgeting  
from six to eight figures

## The tours and activities market is blowing up:

- the tour and activity industry: a multi-billion dollar market in Europe, tours and activities account for around US\$40 billion ([WIT, 2016](#))
- the tour and activity sector generated 37,000 million euro in Europe in 2015, tripling the total market size of car rental (10,000 million euro) and reaching almost half the total market for hotel reservations (80,000 million euro) ([phocuswright, 2016](#))
- in the USA alone, there are approximately 67,000 businesses valued at US\$20 billion in the tour and activity space. This makes it the third largest segment of the travel industry after air and accommodation ([WIT, 2016](#))  
travellers are likely to spend more on sightseeing than on shopping, souvenirs and nightlife combined ([tripbarometer, 2015](#))

# Where to Begin

- Have they considered blogging? Are they already doing it somehow that you don't realize?
- How are they ranking for the terms they should rank for?
- Do they need a sideways blog?
- What content should you propose?
- Should you branch to social?
- How do you show ROI?

Thanks so much  
for joining us today!

It was a pleasure chatting  
travel writing with you 😊

Have a follow up question on this webinar? Email [questions@dreamoftravelwriting.com](mailto:questions@dreamoftravelwriting.com) and we'll cover it in an upcoming webinar or in our Monday reader mailbag post on the Six-Figure Travel Writer blog.

