



*Dream of  
Travel Writing*

# What to Expect on Press Trips

by Gabi Logan, founder of Dream of Travel Writing



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

1. Recapping the different types of press trips and how expectations differ

2. Pre-trip “process” and setting expectations

3. What you will encounter on your actual tour days with real press trip itineraries

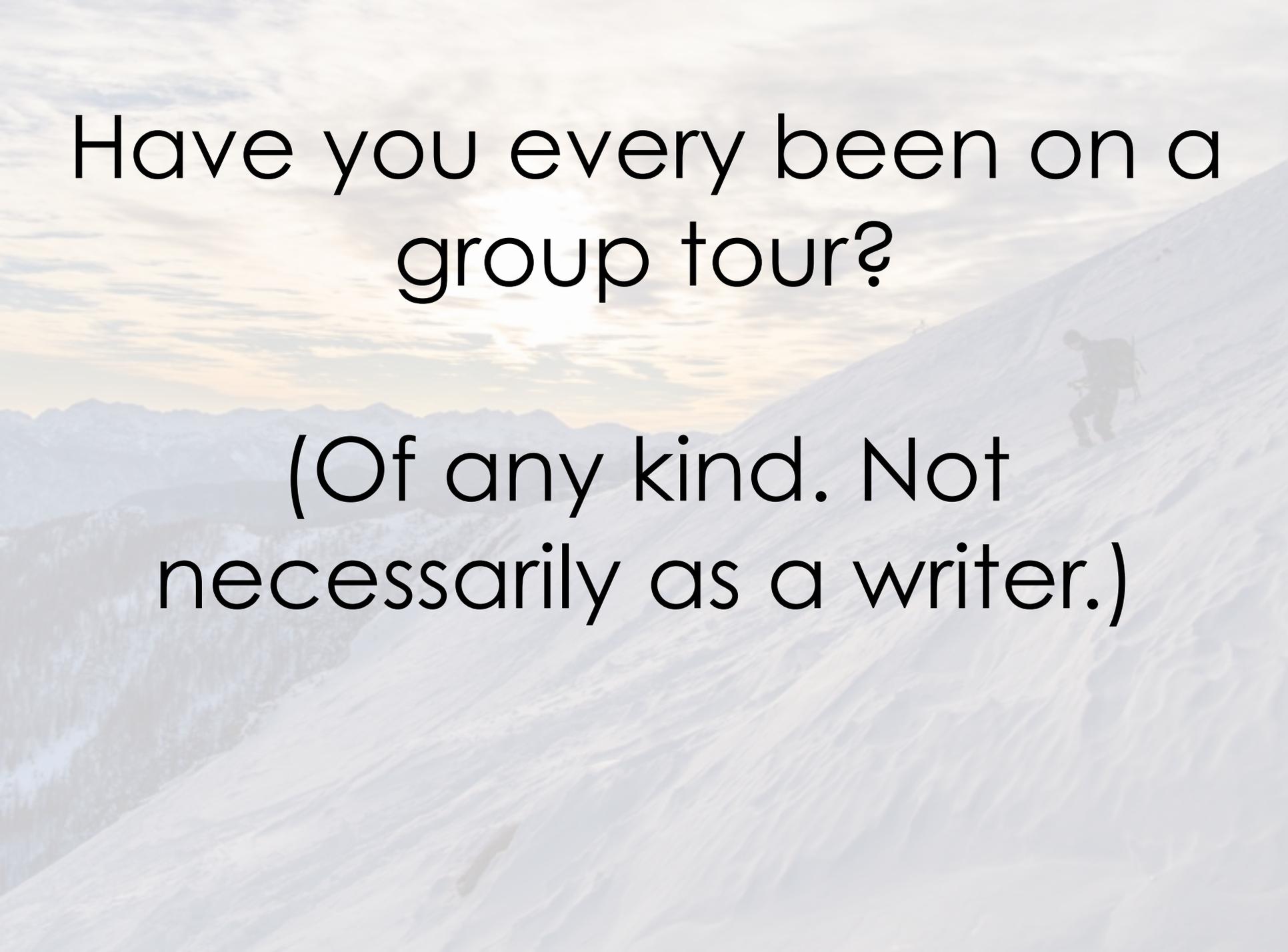
4. Following up



Before we get this train moving...

What is a press/fam/hosted/sponsored trip and why do we care?



A person is seen climbing a steep, snow-covered mountain slope. The sun is low on the horizon, creating a soft, golden glow across the sky and the snow. The person is in silhouette, wearing a backpack and using climbing gear. The background shows a range of snow-capped mountains under a cloudy sky.

Have you every been on a  
group tour?

(Of any kind. Not  
necessarily as a writer.)

# Different Trips “Types”

- Your interests
  - Individual
- Lots of people to please (in more ways than one)
  - Press Trip
  - Familiarization Trip
  - Blog Trip
  - Conference Tour



“A bus full of ladies looking at jam.”

- Pam Mandel on [diannej.com](http://diannej.com)

A scenic landscape featuring a range of mountains in the background, a calm lake in the middle ground, and a llama standing in a field of low-lying vegetation in the foreground. The text is centered over the image.

What is a press trip  
*really though?*

# Quick Look Back at Getting on Trips

- Can be advertised on sites like BloggerBridge or MediaKitty or through travel writing associations
- Can be organized by you individually reaching out to the destination
- Can be secured through individual invites sent to you by a PR or destination
- Can be coordinated through in personal meetings at conferences

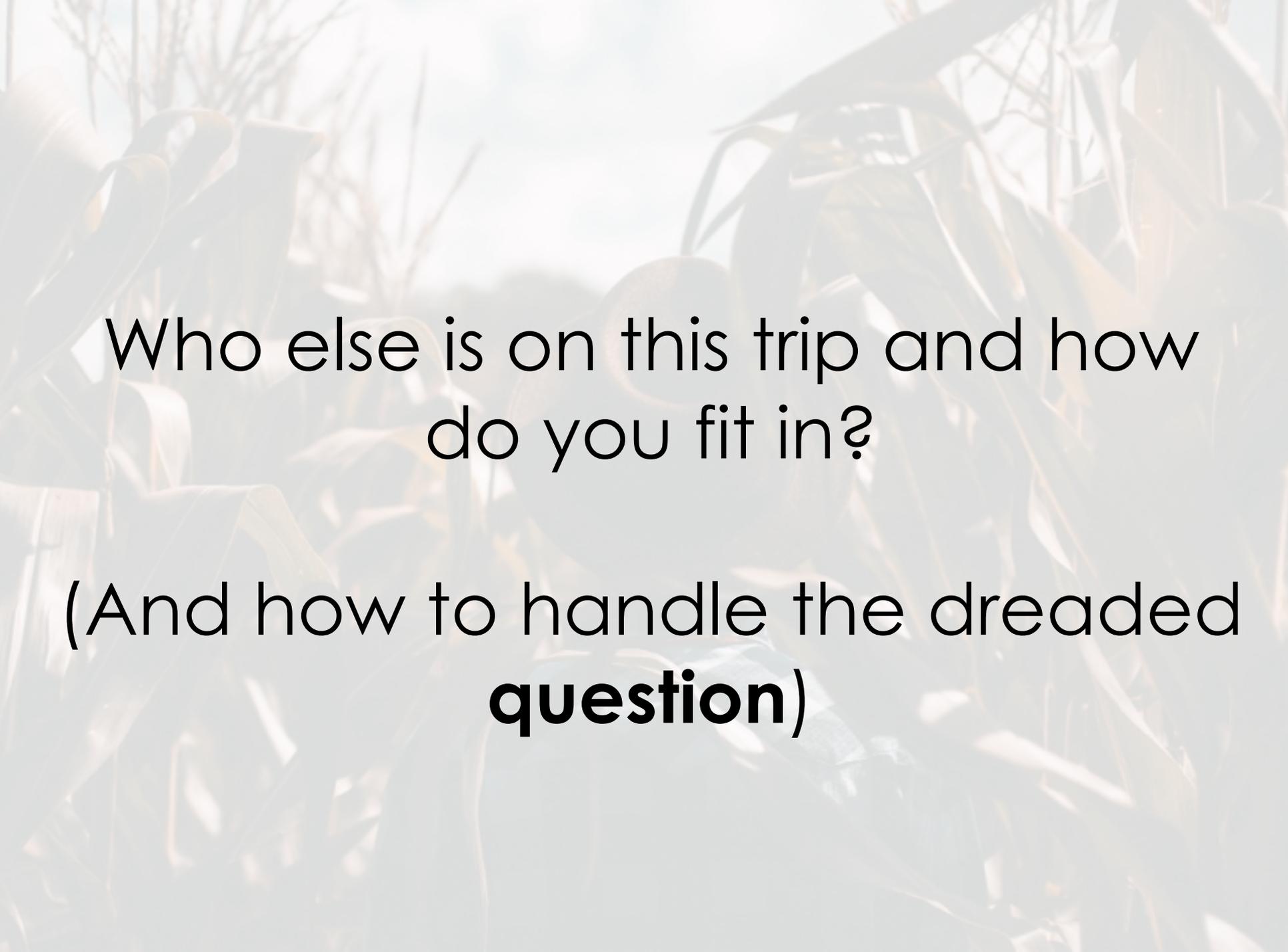
# Pre-Trip Experience

- 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?

A top-down view of a wooden desk. In the top right, a portion of a silver laptop is visible, showing the keyboard with keys like 'X', 'C', 'V', 'H', 'J', 'K', 'L', 'N', 'M', and 'B'. In the top left, a white circular dish contains white pebbles with a small cluster of reddish-brown succulent plants. In the bottom left, the back of a white iPhone is visible, showing the Apple logo and the word 'iPhone'. On the right side, a green succulent plant with long, pointed leaves is partially visible. The text 'The Day is Here!' is centered in the upper half of the image.

The Day is Here!

The Arrival



Who else is on this trip and how  
do you fit in?

(And how to handle the dreaded  
**question**)

# Things You May Encounter on Your Trip

- Tours
  - Guided
    - Professional guides
    - Hotel/venue tours & what to do if not covering
    - Owners/"why is this person leading our tour?"
  - Self-guided
    - When you have no itinerary to speak of (or, the important of getting phone numbers and names)
- Meetings, interviews + presentations
- Dinners
- Excursions and activities
  - ...that aren't on the market yet (a.k.a. the "guinea pig" approach)
  - ....that they "think" you'll be interested in/are salable

A hand holding a pencil is positioned over a grid-lined notebook. The background is a soft, light blue gradient. The text is centered and reads: 

Let's look at some  
real press trip  
itineraries!

A top-down view of a breakfast table. On the left, a hand holds a white coffee cup with a gold rim. In the center, a bowl of cereal with nuts and fruit sits on a wooden surface. To the right, a hand points at a laptop screen displaying a nature scene. A magazine titled 'SPLENDOR IN THE GRASS' is open next to the laptop. A watch is visible on the right wrist.

# Following Up + Photos

(Yours...  
and the PR's...  
and everyone else you may have met's)

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).

