



*Dream of
Travel Writing*

Article Nuts and Bolts: Putting Together a Trend Piece

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a coffee shop table. 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 laptop. The text "Today, we're going to talk about..." is overlaid in the center.

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

1. We're not talking fashion here:
what is a trend in terms of travel
publishing
2. The line between trending and
trend
3. How trend pieces are constructed
+ five examples
4. Very important webinar news
update + "Taking control" series this
March

A photograph of a large train yard at sunset. The sun is low on the horizon, creating a warm, golden glow over the scene. Numerous tracks run parallel to each other, leading towards the horizon. In the background, there are several train cars and some industrial buildings. The sky is filled with soft, white clouds. The overall atmosphere is calm and serene.

Before we get this train moving...

What is a trend in the context of magazine publishing?

Tell me what you think are some travel trends right now in the chat box!

Sometimes trends aren't really trendy...

- Print pubs won't cover “the newest thing”—it could be over by the time the issue comes out
- Sometimes their trends are “over” to the “it” crowd, but just reaching mainstream—it's all about the audience—so it can be easy to steal trends from hot outlets to write up in regional or national niche pubs
- Have caught a three-year-old trend in the times, and a brand new piece in AA this past month on craft cider!

How can you know what's trendy?

- What are magazines covering?
- Read FOBs of major pubs:
 - Conde Nast Traveler
 - Travel + Leisure
 - Delta Sky
 - United Hemispheres
- Websites that regularly cover travel trends:
 - CNTraveler (their daily newsletter is great)
 - Well + Good (very comprehensive trend coverage)
 - Skift (birdseye of everything in every part of the industry)
 - Travel Weekly (industry pub particularly for agents and others who book travel, so daily news)



Three's a trend!

(and other facile trend reporting to avoid)

What your trend piece should contain to hit home:

- Real life example (man-on-the-street interview, also a good time to hit HARO)
- Hard data: studies, industry reports, statistics from government agencies, numbers of new companies of a certain type opening
- Expert sources: you should never be the only expert in your magazine pieces—especially where trends are concerned

“Trend Piece” – *The New Yorker*

“Some sexy stuff,” says pseudonym, not his/her real name because he/she is the writer's friend on Facebook, a vague professional from a major city. “Less sexy but necessary follow-up to make the above sexy quote make sense.”

Transition from the lede: pseudonym is not alone; the writer has seen not one, not two, but exactly three examples of this would-be trend online. (The last one is a stretch.)

Buzzword, buzzword, buzzword. Isn't the buzzword on your mind now? Perhaps it is on other people's minds? Read on or you'll be clueless, dated, and without any friends in the world. Buzzword again!

First, statistic plucked from academic journal where the writer didn't pay to pass the paywall. Also, a biased survey from a company with countless vested interests. It's official: the above trend is slightly more common than you thought.

Alas, nut graph: there is a trend and it is happening—and maybe for the reasons that follow. Or maybe not? To find out, scroll past the fold.

“Trend Piece” – *The New Yorker*

“Last season, this thing was not a thing,” says trend spotter, a freelance expert. “But just look at Hollywood. From the runway to the real way, now this thing is definitely a thing.”


Celebrity examples: one to three months ago, blurry photos revealed Katie Holmes doing/wearing/buying the trend. Within the last month, the writer spotted said trend again on Gisele, who looked so good that her picture will run larger than all this copy combined. Then today, solidifying the trifecta, the second-best Kardashian was photographed mid-trend!

But is this frivolous topic perhaps emblematic of a broader situation or condition? For this expert in sociology, who is not a sociologist, it most certainly is. “That was a stupid question,” he/she says. “Of course all societal trends exist within society.”

“Two-hour interview condensed into single sentence,” says source in what will later inspire furious e-mails from source to the writer. “Juicy quote taken out of context.”

How does this work in practice?

- Lead with quote, preferably an anecdote about the trend out in the world
- Expand on other instances this occurs
- Move into data
- Quote or context about trend's origin
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- End touching on broader significance of trend

The background is a faded, grayscale image of a theater program or poster. It features several large, bold numbers representing dates: '22', '23', '5', and '6'. There are also smaller text elements, including 'JE', 'VE', '14 00', '15 00', '18 00', '19 00', and '20 30', which likely correspond to showtimes. Some of the text is partially legible, such as 'UNE PEINTURE PARLÉE', 'BEAUBOURG-LA-REINE', 'TEATRINO PALERMO', 'CINEMA 2', 'BORIS CHARNIAZ', 'SOPHIE LENOIR ET STEPHANE ROGER', 'PARFUMS POURPRES DU SOLEIL DES POLES', 'GRANDE SALLE: STEVEN COHEN', 'MARIE-PIERRE BREBAN', 'CONFERENCE-PERFORMA', and 'OLIVE MARTIN'. The overall aesthetic is artistic and informational, typical of a theater program.

Trends show up in a shocking percentage of pieces (especially in the FOB) once you know what you're looking for...

It's a Small Plates World

Japanese and Spanish cuisines mingle at Pagu, in Cambridge, Massachusetts, where chef Tracy Chang weaves her experiences helping in her family's Japanese restaurant, running a ramen pop-up, and working with a three-Michelin-starred chef in San Sebastián to create a fun tapas fusion.

1 Chang noticed that the Spanish and the Japanese share a fondness for tartare. At Pagu, she does a version of classic French steak tartare but swaps out the runny egg yolk for a century egg (a salty

preserved duck egg), because "it adds a really savory, umami quality, as well as the velvety creaminess you would get from raw egg yolk." The dish comes with housemade potato chips (spelled Basque-style as

"txips") and tiny fried shrimp. "Japan has tempura shrimp, and Spain has *tortas de camarón*," Chang says, "so it's a nice nod to both cultures."

2 The most popular dish on the menu, the squid ink oyster *bao*, is a riff on an oyster po'boy.

Chang tucks a panko-breaded oyster, a shiso leaf, pickled purple cabbage, and yuzu *kosho* (a Japanese fermented chili paste) into a traditional bun that's dyed jet black with squid ink. The Spanish influence comes through with an *alioli* that's mixed with nori for a briny touch. "It's a dramatic dish, but it's also pretty straightforward," Chang says. "It's got that *je ne sais quoi* quality to it."

3 During Chang's travels through Spain, her favorite snack was *pan con tomate*—crusty bread rubbed with garlic, tomato, and olive oil. Her take at Pagu is more like dressed-up avocado toast: *pan* with avocado and *ikura* (cured salmon roe). "I love to seafood-ify everything," she admits. "The saltiness of the *ikura* is nicely balanced out by the avocado. I love the way it pops in your mouth."





SEA

SAN JUAN ISLAND, WASHINGTON

This outdoor enthusiast's dream is quickly gaining cred as a serious culinary destination.

Why Now: Reachable by passenger ferry or seaplane from Seattle, the most populous of the San Juan Islands has long been a top spot for experiencing marine wildlife. Thanks to an abundance of local bounty—think salal berries and bull kelp—artisan chefs now are putting this remote destination on the culinary

map. Seattleites trek to the “Gourmet Archipelago” for its restaurants, vineyard, breweries, distillery, shellfish farm and agriculture.

Where to Go: Step off the ferry and get comfy in one of the 15 rooms at Bird Rock Hotel. Savor fresh-baked scones each morning, then explore Friday Harbor on one of the hotel's compli-

mentary beach cruisers. Mingle with superfriendly locals over coffee and decadent twice-baked almond croissants at Cafe Demeter before heading out to discover a favorite new (perhaps local) author at Griffin Bay Bookstore. The well-curated independent book emporium has been in business for more than 30 years. A

few blocks away at The Whale Museum, check out real whale skeletons or adopt an endangered southern resident orca. Then hop on San Juan Transit to Lime Kiln Point State Park. Also known as Whale Watch Park, it's one of the best places in the world to search for whales from land—and picnic by a charming lighthouse. Back in town, belly up to the bar at Cask & Schooner for a bowl of razor clam chowder and a pint. Or for a more refined seafood experience (and a killer wine list), grab a table at Coho Restaurant. — **CHARYN PFEUFFER**

HIT THE TOWN

📍 **Maya's Legacy Whale Watching**

Orca sightings are almost guaranteed with this go-to for small-group tours.

📍 **Westcott Bay Shellfish Co.**

Enjoy raw and barbecued oysters on the water.

📍 **San Juan Island Brewery**

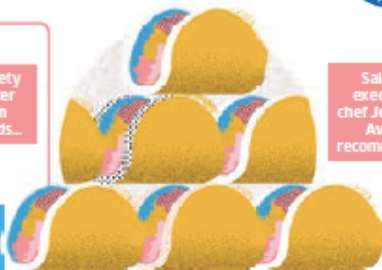
Don't miss the Bull Kelp ESB at this newcomer.



THE 'HOOD

By Lanee Lee
Illustrations by Francesco Zorzi

Coco's Variety owner Peter Vermeren recommends...



Salazar executive chef Jonathan Aviles recommends...



*Frogtown Brewery is a fun place to hang out on the weekends. Frogtown is a really small community, so it's great to have other like-minded businesses in the neighborhood.

"We love Coco's Variety bike shop—friendly service and gorgeous vintage and new bicycles. Rent one by the hour and cruise on the LA River Bike Path."

"Work up an appetite on the bike path, and then have LA's favorite new tacos and restorative margaritas at Salazar."

Frogtown Brewery co-owners and brewers Adam Kestel and Mike Voss recommend...

"Peter and Lauren of Wax Paper make some of the finest handcrafted sandwiches in Los Angeles. Check out the Ira Glass—avocado, cheddar, cucumber, and garlic aioli on bread from cult bakery Bub and Grandma's."



Salvare Goods co-owner Selina Becker recommends...

Frogtown, LA

A hopping 'hood down by the river

Officially known as Elystan Valley, Frogtown—which earned its nickname from the Western toads that once climbed up from the adjacent LA River—has seen its profile rise over the last decade, thanks in part to artists such as Shepard Fairey and Thomas Houseago opening studios here. Today, it's home to an annual art walk, a popular bike path, and a hip music venue, Zebulon, transplanted from Brooklyn. Here, a few locals take us for a spin around one of LA's bike-friendliest 'hoods.

Wax Paper co-owner Lauren Lemos recommends...



"I love Salvare Goods. You know that once-in-a-lifetime piece you found in an antique shop on the cross-country road trip you took? Selina Becker and her husband, Seth Melsterman, hunt those pieces down and fill their little space on Riverside Drive with pure design magic."

Spoke Bicycle Café co-owner Laurie Winston recommends...



Left Bank co-owner Jacqueline Goodman-Lean recommends...

"The Left Bank is a great place to find one-of-a-kind vintage clothes and home furnishings. Jackie Goodman-Lean is one of the nicest people you'll ever meet. She tells the best stories and scores some seriously amazing vintage finds."



"Spoke Bicycle Café is located on North Coolidge Avenue, directly on the bike path. You can rent bikes and grab a bite while enjoying a local coffee or beer."

Let's take our format for a spin through some trend piece examples

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Taking Stock

Bartenders trace trendy bone broth's boozy backstory

Author Lanee Lee **Photography** Scott Suchman

wine

Step aside, green juice: Bone broth has been embraced as a hip new magic-bullet cure-all—a paleo-approved sipper that draws on the nose-to-tail philosophy of no-waste cooking. As evidence of the trend, dedicated broth shops have opened on both coasts, from New York's Brodo to the Broth Bar in Portland, Oregon. Bartenders, too, are getting in on the trend.

At Midnight Rambler in Dallas, mixologist Chad Solomon serves up a globetrotting spin on the classic Bullshot, the '50s-era riff on the Bloody Mary, which trades tomato juice for canned broth. His Pho-King Champ combines overproof wheat vodka, oloroso sherry, and lime juice with Vietnamese pho beef broth.

"The idea was to take a look at the classic Bullshot and create a new, forward-thinking drink through the lens of Vietnamese pho," says Solomon. "We start with beef broth, then roast onions and ginger and use star anise, cassia bark, green cardamom, black cardamom, and black pepper to aromatize the broth, which is then enhanced with sriracha, hoisin sauce, MSG, and Maggi Seasoning to boost the umami quality."

At LA's Pistola, Aaron Melendrez spikes lamb consommé with Glenlivet 15 for the off-menu From the Kitchen With Love. "I came to chef with the concept, and he thought I was sort of crazy," says Melendrez. "It took a few days of explaining to get him on board. He then prepared me his best consommé, we paired it, and we knew we had a winner."

At Top Chef finalist Bryan Voltaggio's D.C. restaurant Range, broth appears on the cocktail menu in the form of "meat ice"—a frozen pop made with a Bloody Mary–inspired consommé that includes roasted bones, meat scraps, San Marzano tomato juice, herbs, vegetables, and bacon and other smoked meats. Beverage director Dane Nakamura then slides the pop into Scotch for his Vegan Sacrifice.

"Drinkers can stir their drink with the meat pop and slowly enjoy the cocktail as the ratio of broth to booze switches, or take a bite of the popsicle and chase the drink," says Nakamura. "Learning what they do in the kitchen on a daily basis is an incredible way to expand the spectrum of knowledge that can be applied behind the bar."

Hemi IQ

Asheville Abuzz

Is a North Carolina mountain town becoming the Napa Valley of honey?

Author Lindsay Taub **Photography** © Evan Sung (Nightbell)

wine

Asheville boasts more craft breweries per capita than any other U.S. city. Now, North Carolina's hipster hub is pollinating an even sweeter industry. From the French Broad food co-op, which keeps hives on its rooftop, to the 200 colonies nurtured by fourth-generation Biltmore Estate beekeeper Ed Buchanan, this town has gone honey crazy.

"We are Bee City, USA," says J.D. "Ivar" Schloz, the owner and head mazer (meadmaker) at Bee & Bramble, which produces dry honey wine. It's not just a nickname. With colony collapse disorder decimating the world's honeybee populations, Asheville has become the first American city to officially ban harmful pesticides. "I am gratified by the increased interest in protecting these lovely creatures," says Schloz. "Without their pollination efforts, many of the people alive today would starve."

It seems you find honey everywhere here. It's mixed into the Mountain Honey body wrap at the Omni Grove Park Inn's spa, drizzled on biscuits at Tupelo Honey Cafe, and stirred into cocktails at the bar Sovereign Remedies. Katie Button of Nightbell uses local honey in her hush puppies with honey butter, while French Broad Chocolates infuses lavender truffles with Haw Creek wildflower honey.

The Asheville Bee Charmer sells more than 50 types from around the world, such as wild carrot flower honey from Italy, manuka flower honey from Tasmania, and Jameson-infused honey from Scotland. "People are usually surprised at how different honeys can taste," says co-owner Kim Allen. "A blackberry honey from the Northwest, for example, tastes completely different from a local blackberry honey. That's terroir, as the French would say."

Beer too is getting in on the act. Wicked Weed Brewing makes a Melisseus Honey Lavender Ale and Mompara Honey Ale, while Burial Beer uses Haw Creek honey in its Keeper's Veil Honey Saison and Reaper Tripel. Last fall saw the opening of Bhramari, a brewery whose signature offering is a black pale ale made with local sourwood honey. The brewery's namesake? The Hindu goddess of bees. — *LINDSAY TAUB*

Robotic Suitcases: The Trend the World Doesn't Need

by Paul Brady • January 10, 2018



Because dragging your own bag through the airport is so last century?

A new crop of self-driving suitcases could be hitting airports soon, after the robotic bags were seen tooling around at CES, the tech and gear trade show held every January in Las Vegas. While each of the models has a slightly different look and feel, the idea behind each is the same: Why pull your own wheelie when an app-enabled robotic bag can do the driving for you?

Getting the most buzz is the 90Fun Puppy 1, a Segway-style, self-balancing two-wheeler that, while cute, is still very much in prototype mode, according to [The Wall Street Journal](#). "[It] struggled to keep a connection with its remote, often landing on its face or going in reverse," writes reporter Joanna Stern. She had similarly bad luck with the [Travelmate](#), a previously announced robo-case that hit Indiegogo last year, which "didn't want to follow me at all." That's... not ideal.

Other reviewers had similarly mixed things to say about the Puppy 1, which pairs with a remote control—but not your phone—to keep on course. "When it rolled in a straight line, the Puppy 1 ran smoothly," writes Natt Garun in [The Verge](#). "When I turned too far, it would lose the connection to the remote and begin to run in the opposite direction."

The tech world has had a bit of an obsession with luggage the last few years, as so-called smart suitcases from brands like [Away](#) and [Raden](#) with built-in batteries and sleek branding have been a hit with customers. The [Bluesmart](#) bag comes with a power pack, a GPS tracker, and an app that monitors security line wait times.

But buyers of this next-wave gear should beware: Ever-changing security requirements can quickly turn what seemed like a good idea into a dud: Late last year, for example, a number of airlines said they'd prevent passengers from checking any [bags with built-in lithium ion batteries](#) over concerns the batteries could catch fire. (Many newer bags have removable power packs, meaning you can in fact check them.) But worries about how self-driving suitcases might one day gum up airports—clogging security lines, running into passengers—or delay the boarding process may keep them from taking off.

LIVING > TRAVEL

Why “Transformative Travel” Will Be the Travel Trend of 2017

JANUARY 3, 2017 11:09 AM

by MICHAELA TRIMBLE



“Experiential travel” became the travel trend of 2016. Rather than just visiting far-flung locations, vacationers were looking for ways to tap into native cultures, meaningfully interact with locals, and feel like far more than a tourist. So where does a thoughtful traveler go from there? What’s next?

Industry leaders are saying that “transformational travel” is the next evolution. It has similar elements of experiential travel, but taken a step further—it’s travel motivated and defined by a shift in perspective, self-reflection and development, and a deeper communion with nature and culture.

Leading this shift is the newly formed Transformational Travel Collaborative (TTC), an organization that provides both travelers and travel outfitters with tools to encourage personal and professional growth while on the road.

“Today’s culture is device- and pace-driven,” says Jake Haupert, TTC cofounder and president and founder of Evergreen Escapes. “We’re disconnecting from ourselves, our relationships, nature, and culture. The external pieces of an itinerary don’t reveal the inner journey a trip can inspire.”

Much of TTC's research stems from cofounder and vice president of travel products at Nomad Hill Michael Bennett's doctoral study, which examines the elements of adventure travel that lead to deeper transformations. He identified a three-phase process consisting of the departure, the initiation, and the return—the “hero's journey”—where travelers venture into the unknown to learn wisdom from cultures and places outside their own, returning home to implement this knowledge, ultimately changing their lives and the lives of others around them. It's this post-travel action that separates experiential travel from transformational travel. “We're at a point where the planet needs a higher consciousness, and transformational travel can give us that,” says cofounder of TTC and founding president and CEO of Wildland Adventures Kurt Kutay. “It's the step beyond authenticity and experiential travel we need.”

Many travel companies already see this shift occurring. Managing director of the Americas for GeoEx Jennine Cohen sees travelers coming to her company with the desire to stretch and grow. “The most interesting shifts occur when travelers engage in meaningful dialogue with people who have a non-Western perspective,” says Cohen. “This allows our travelers to start to see the world less in black and white, and to begin to appreciate how nuanced many issues are when seen from very different perspectives.” Cohen also sees a shift occur when GeoEx travelers encounter nature and wild animals, as does Ted Martens, vice president of marketing and sustainability for Natural Habitat Adventures. “Following a trip, people often share how they were inspired to donate to conservation efforts for a species and the environment.”

The shift to transformational travel is reflected in programming, from adventure and artisan travel to luxury lodges and hotels in both natural and urban locales. “Twenty years ago, luxury lodges were Singita’s unique selling point; today we focus on being a leader in sustainable operations, and for many guests, getting involved in our conservation efforts is truly transformational,” says COO of Singita Mark Witney. Founder and CEO of Thread Caravan Caitlin Ahern hosts artisan adventures around the world, and she identifies a shift in her travelers: Once they return, “People start caring more about where the things they buy come from. People want to feel more connected and one great way to do that is to know the stories behind the things we use every day.”

Awarding companies for inspiring transformation like these is Pure Life Experiences, a platform that gathers high-end travel companies every year in Marrakech to discuss travel that positively impacts conservation efforts and transforms lives. “We are looking for an immersive, perspective-shifting product that challenges and inspires the sophisticated traveler on a deeply personal level, creating emotion through the powerful medium of storytelling and transforming their life for the better,” says Eliza Bailey, group public relations manager of Pure.

Shortlisted for the Pure 2016 Transformational Travel award is Butterfield & Robinson, an immersive trip provider anchored in the art of slow travel. “Transformational travel is what lies on the other side of authenticity and experiential travel, and it’s what happens when people are pushed out of their comfort zones and find the courage and strength to overcome challenges—physical, psychological, or emotional,” says president and CEO of Butterfield & Robinson Norman Howe. In our often superficial, hyper-connected world—a landscape where the merits of a vacation are measured by Instagram likes rather than actual impact—it’s perhaps no wonder that the traveler of 2017 will be looking for a deep shift that lasts long after the physical journey ends.

How do you pitch these pieces?

- Do your research
- Don't pitch without an:
 - Anecdote (readymade lede)
 - “expert” sources
 - some study, data, or numbers
- Great to start with these in the FOB or web sections for major magazines like Conde Nast Travel, T+L, Saveur, and AFAR
- Don't pitch a long one to an editor that doesn't know you
- A **staple** of the feature sections of travel travel trade and niche mags

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 and we'll cover it in an upcoming webinar or in our Monday reader mailbag post on the Six-Figure Travel Writer blog.

