



*Dream of
Travel Writing*

Article Nuts and Bolts: Putting Together a Guide Feature

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. How are these type of round-up features different than baskets of kittens and narrative features?
2. How does the FOB version blossom into a feature?
3. What does this look like in practice?
4. How to pitch these pieces





Before we get this train moving...

What makes a **guide feature** different than a **narrative feature** (which can include both the quest and diary-style we'll be discussing later this month)?

A person with extensive colorful tattoos on their arms is holding a book. The book cover is white with the text 'VOLUME TWELVE' at the top, 'KINFOLK' in large letters in the middle, and 'DISCOVERING NEW THINGS TO COOK, MAKE AND DO' at the bottom. The person is wearing a grey top and a gold watch on their left wrist. The background is a soft, out-of-focus light color.

VOLUME TWELVE
KINFOLK
DISCOVERING NEW THINGS TO COOK, MAKE AND DO

Let's Look Again at
the FOB Version



MEX



MEXICO CITY

You've got an extra day to check out the largest Spanish-speaking city in the world. Here's what you do. **BY LYDIA CAREY**

MEXICO CITY HAS AS MANY VERSIONS of itself as it does residents. Come looking for mariachis, street tacos, Frida Kahlo and pilgrims crawling on their knees through the Basilica and you'll find them—along with modern museums, high-rises, world-class jazz, Peruvian haute cuisine and wine connoisseurs sipping nebbiolo in urban vineyards. The contrasts and contradictions of this ancient metropolis give Latin America's biggest capital its vibrancy but also can make it overwhelming for first-timers, especially as the city continues to rebuild after last fall's earthquakes. Digest it in small bites, taking time to appreciate the visible signs of its history while admiring all it has achieved in the present.

BUY MEXICAN

Mexican designers are changing the meaning of *hecho en Mexico* ("made in Mexico") from something produced in a border factory to an object handcrafted with excellence. Stop by **Tenderete**, the **Happening** concept store or **Fusión Casa de Diseñadores** for local jewelry, clothes and objets d'art. For something more traditional, try the **San Angel weekend bazaar** or **Taller Tlaxcalli**, one of the city's last remaining toy workshops.

EAT

Get straight to eating *cochas con nata* (sweet rolls with clotted cream) or an art roe omelet at the classic **Restaurante El Cardenal**. Or dig into rabbit stew with blue corn tortillas at chef **Sofía García Osorio**'s unmarked restaurant attached to the **Bósloro** mezcal bar. Sleek gourmet markets such as **Mercado Independencia** provide various Mexican fare all in one place, but venturing out into the street is the only way to taste the city's soul. Head to taquerias **Super Tacos Chupacabras** or **El Vilsito** to get your sea legs.

DRINK

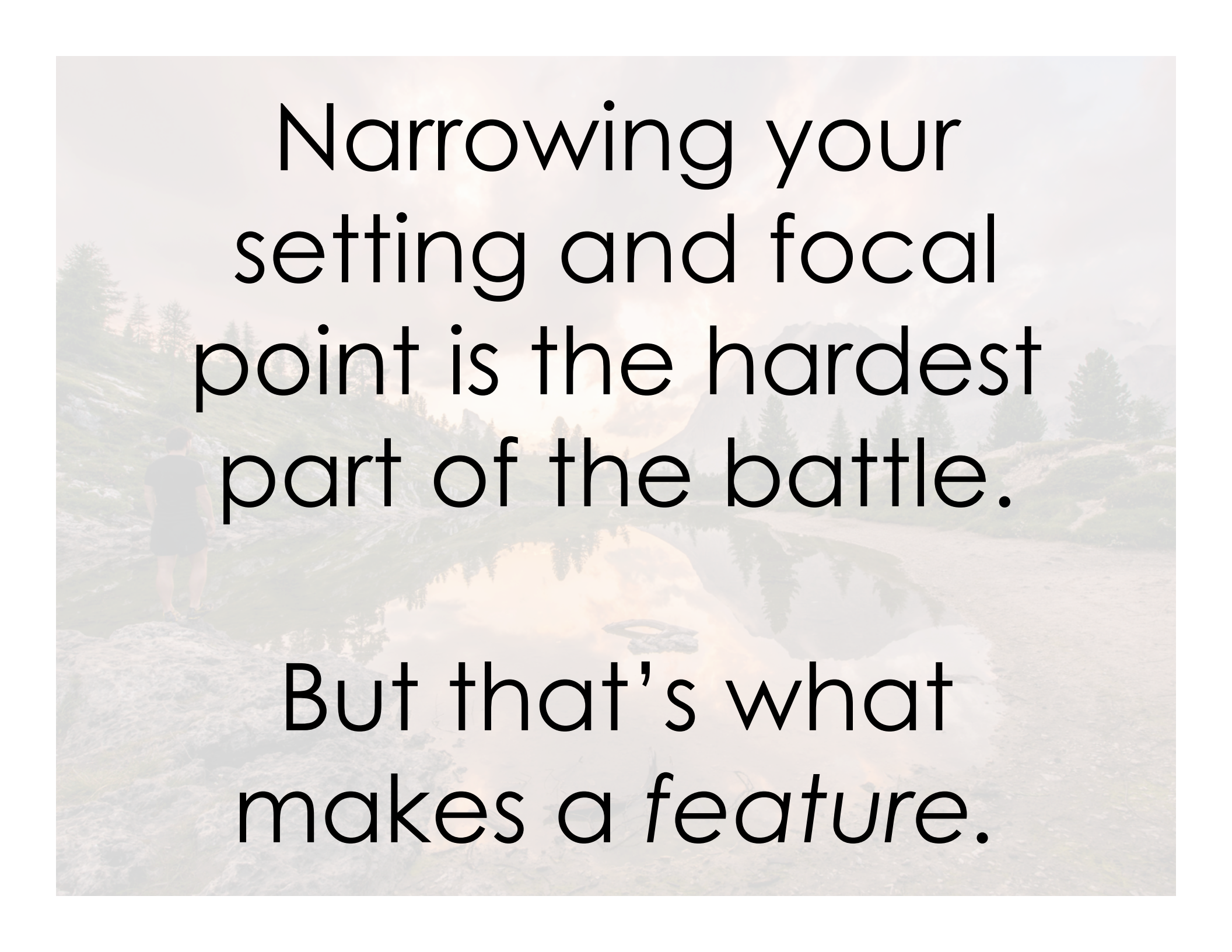
Craft beer is all the rage in Mexico City. Stop by **Tasting Room**, **Beer Bros** or **El Trappist** to test drive a few local brands. Or hop on the **Turibus Cervecero** tour to visit four breweries, such as **Casa Cervecería Cru Cru**, **Cervecería Reforma**, **Crisanta Cervecería** and **Hop The Beer Experience 2**—where you can drink a pint fresh from the barrel.

EXPLORE A NEIGHBORHOOD

Start with up-and-coming Colonia Juárez. See the edible wallpaper at **Mucho** (Museo del Chocolate), then devour fresh seafood at Eduardo García's **Havre 77** or grab a fried-chicken and pickle sandwich at **Cicatriz**. End the day cozying up in **Parker & Lenox**, a speakeasy with a penchant for jazz quartets and blues singers.

CLOCKWISE FROM TOP LEFT: Mexico City at sunset; A café at **Fusión**; Museo **Soumaya**; A dish from **Cicatriz**; **Happening's** shoe display; **Sopa de tortilla** at **Restaurante El Cardenal**.

MARTIN ADOLFSSON/GALLERY STOCK CITY/CAPRI; SALOMON RAMIREZ (CAFÉ); CHECO SANCHEZ/STOCKING/ALAMY; TALLER TLAXCALLI; MARCUS WELLS/SHUTTERSTOCK; JAKE LUBBE/AMC (CATRIZ)

A person in a dark shirt and shorts stands on a rocky shore, looking out at a calm lake. The lake perfectly reflects the surrounding forested mountains and a bright sky. The scene is peaceful and scenic.

Narrowing your
setting and focal
point is the hardest
part of the battle.

But that's what
makes a *feature*.

What Makes a Guide Feature Magazine Worthy?

- Sources, sources, sources!
- A lot in a small amount of space—with focus and discretion
- Remember that these are a type of round-up and why

The Components of Each “Section”

- Why the author is telling you about this type of thing—i.e. why to experience *that* thing in *this* city
- Examples of each “thing” with detail ranging from one sentence to one paragraph each including:
 - Why it’s noteworthy
 - Special features
 - Service

A woman with long hair is sitting at a desk, working on a laptop. She is wearing a light-colored top. The desk has a pair of glasses, a cup of coffee on a saucer, and a pen. The background shows a window with blinds, and the scene is brightly lit, suggesting a sunny day. The text "Let's break it down!" is overlaid in the center of the image.

Let's break it down!

How to Pitch These Pieces

- These pieces tend, unfortunately, to be assigned!
- You can pitch when the format is recurring, just as *Three Perfect Days*, but need to have a killer “why you”
- The time peg is more important with these pieces than most features, a.k.a. *Why Alcatraz, why now?*

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.

