

Travellintelligence.com

Insights from Editor Ben Cooper

1. How do you characterize your readership?

Travel Intelligence's content is broken down into two: hotel reviews and travel writing. Being a website, much of our "readership" is brought in as a result of organic traffic from search engines. So our readership is potentially anyone who types in "luxury hotels in Bali," or on the travel writing front, whatever keyword features most prominently.

2. Who writes for your publication? Where do you get your stories?

TI is made up of a community of international travel writers. We're always on the lookout for fresh writing talent to review our hotels or provide our users with inspiring travel articles. In fact, we're currently looking for candidates to become a "Young TI Writers."

3. If you were to give one or two bits of advice to a freelancer hoping to break into your publication, what would you say?

Keep it short and sweet. Writing for the web is very different from writing for print. Readers do not spend as much time on a webpage as on an article in a magazine, say. So it's important to write in (fairly) short sentences and chunk your writing into nice, succinct paragraphs.

4. What is a mistake you typically see new writers (or writers in general) make?

Assuming that they're always the central protagonist in a particular story they're recounting.

5. Speaking specifically of travel articles in your magazine, what kinds do you look for? Can you tell me a little bit about your own needs? How would you characterize your publication's travel coverage?

Traditionally TI has always been a great source of narrative-driven travel writing. Increasingly (and in keeping with web trends), though, we're also focusing on easy-to-digest travel tips in a list format.

6. What, in your view, separates an OK travel article from one that's truly inspired?

Often, really good travel writing has nothing to do with the way a story is recounted; it's about the ability to get oneself into – and then quietly observe – a particular situation.

7. Do you have any pet peeves when it comes to travel writing?

Writers who think that the purpose of the exercise is to communicate their own cleverness. Infuriating.

8. Think about the writer you most like to work with... what makes him or her so special?

Humility. And an innate curiosity.

9. Many of our writers have skills in other areas as well as travel writing. What other columns and features for your magazine are you always seeking?

This doesn't really apply to us. But if I were to advise a writer who was looking to do more web work, I'd tell them to get up to scratch as quickly as possible with basic photography/video technology.

Note from Editor: I'm afraid our editorial style sheet is currently being reviewed, so I can't give you it. Try our website in August, 2009.