



The International
Travel Writers
Alliance

The Binational Tourism Alliance

Making the most of the media

Ashley Gibbins

Director General

The International Travel Writers Alliance

- 7,400 professionals with a
- genuine and professional interest in travelling
- to write, edit, broadcast or create images

- travel industry partners
- agencies with travel related clients



The consumer travel service from the Alliance



Key information in a no frills format

Travelling to write, edit,
broadcast or create
images



Making the most of the media



**Journalists are
simple folk**

Over elaboration
is a sin

The value of the media

Independent, third party
endorsement

Journalists are
mercenaries



What the travel media is looking for

What journalists
don't
want

Hyperbole, superlatives and flannel

- hyperbole, superlatives and flannel

Ghost written copy

- hyperbole, superlatives and flannel
 - ghost written copy

Information of little
interest

- hyperbole, superlatives and flannel
 - ghost written copy
 - Information of little interest

Over formatting

- hyperbole, superlatives and flannel
 - ghost written copy
 - Information of little interest
 - over formatting

Text that requires
retyping

- hyperbole, superlatives and flannel
 - ghost written copy
 - Information of little interest
 - over formatting
 - text that requires retyping

Yesterdays news

What we
do
want



Key information in a no frills format

- key information in a no frills format

People make places

- key information in a no frills format
 - people make places

To be made to feel
welcome

- key information in a no frills format
 - people make places
 - to be mad to feel welcome

Regular events

- key information in a no frills format
 - people make places
 - to be mad to feel welcome
 - regular events

To be kept in touch with



The International Travel Writers Alliance



AllWays

- the Alliance bulletin
- the destination dossier
 - itwalliance.com
 - press trips
 - travel symposium
- a presence in Europe



AllWays traveller
allwaystraveller.com



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