

Writing for tourism

Nowadays, most tourist organisations need some form of web presence and even small hotels may need some form of online structure to survive.

Social media platforms include: Facebook, Twitter, Instagram, Reddit and Google+. All these allow people to post comments and provide up-to-the-minute details of events, news and any special offers.

Blogs provide an opportunity for longer-term material i.e. it stays available and viewable for longer compared to social media posts for example.

KEY POINTS

- Be regular with your social media posts and blog entries. Trying to be on too many platforms may be unmanageable, especially for a small or medium-sized organisation with limited resources dedicated to these tasks. 'Dead' blogs and social media silence are worse than no presence at all;
- Use social media in particular to inform customers / interested parties of any events, special offers or important news that are relevant to them in that moment. Make sure this information is regularly updated;
- Adapt the language you use to the age group you are targeting.
- Pay attention to the type of reaction that your posts and blogs get from the readers. This can help decide which topics need more or less focus.
- Use descriptive language and narrative in blogs. Diary-like stories are enjoyable and easy-to-read.
- Invite various people to contribute to blogs e.g. professional travel bloggers, professional photographers, regional experts or simply visitors who share comments and photos as they will all give you great (free) content for your blog and site in general.
- Become an authority in your particular online niche area. Make sure people associate your site with excellent content and expertise for a particular area or type of holiday – e.g. winter skiing tours or trekking.

1. Match the following posts with the functions given.

1. Giving information about a new event • 2. Describing a new place • 3. Giving an update on an event • 4. Some news about a popular destination • 5. A special offer • 6. A traveller's blog entry

A.

We think you'll be just a little pleased to know that our famous Halloween Dark Night is now going to take place in another two cities this year. We originally planned just in London as usual but now due to popular demand (by you) our organisers are busy setting everything up for a night of screams and horror in Birmingham and Nottingham, too. So if you don't live in the 'Smoke' you can still have a great night on 31st. See details of new venues on our website www.halloweddarknight.com.

B.

This year for the very first time we are pleased to announce the Sleepless in Oxford all-night event. Shops will stay open until 6 a.m. and there will be live music in Cornmarket all night long. Food and refreshments are available from stands throughout the city centre and there will be a free pre-breakfast aperitif. Enjoy the summer solstice in Oxford.

C. ○

From next year we'll start flying direct to Porto. Everybody knows about Lisbon, its wonderful architecture and distinctive yellow trams but visitors will be just as impressed by the country's second city, Porto. The airport is just 20 minutes from the centre and once you're there you'll discover some amazing places.

First of all, it's the home of port and the wine cellars in Vila Nova de Gaia are a must. The Ribeira district will give you more photo opportunities than you ever imagined possible. From many points in Porto you'll also get an amazing view of the Douro River, crossed by the iconic Dom Luis I iron bridge. And you'll love the amazing range of traditional restaurants to visit. Whatever your interests, Porto will have something to suit you

D. ○

Special China and Beijing tours – get 10% OFF immediately by applying coupon code: ABH15BS10% on checkout (Next Page) to book this tour for £1200

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|----------------------------------------|--------------------------------------------|
| - Price includes: | - All Entrance Fees to Tourist Attractions |
| - Airport Pickup & Hotel transfer | - English-speaking tour guide |
| - 4-Star Hotels with Buffet Breakfast | - 5 full Breakfasts, 3 lunches |
| - Daily City Tours with Transportation | - Click here for full details of tour |

E. ○

More and more travellers are seeking micro adventure experiences with local guides and island specialists. For example, Ibiza windsurf legend Felix will take individuals or groups for coastal kayak tours. A developing trend is also on the rise among those wanting to discover more of the Mediterranean sea world. You can participate in private scuba diving experiences with Manuel and Yuri at Formentera. Individuals are becoming more passionate about taking part in more sustainable ways to experience Ibiza, such as seeing Ibiza and on the islands only 100% Emission free, solar powered boating experiences by La Bella Verde.

F. ○

Transport In Istanbul

I wrote about this extensively in my guide 'How to get around Istanbul', but as a recap you should download Uber (iPhone and Android). It was great. It was way cheaper than taxis off the street. I also used a very reliable service called DriveOne twice which was a little more pricey but at least I knew they weren't going to cancel.

The tram and metro were a breeze to get around and the ferries easily take you from the European side to the Asian side. Water taxis are expensive though so be careful to avoid them!

If you want to get around outside Istanbul, people can hire cars to go to Cappadocia.

2. Write a similar blog entry to the one above (F) about transport in your local area. Use informal language and make it sound interesting.

Mention: types of transport; where to buy special tickets; cheapest ways to get round; things to look for; things to avoid.

3. Inform people through Instagram that there is a change to the original details of a planned event.

4. Write a blog entry describing a place you have just visited. Mention nice places, the people, special features, food and drink and good times to go.