Communication comes naturally – or does it?
• We can travel further

• in search of ourselves

• and we like to stay connected, report, share, recommend, be recognized, be outstanding and special, impress and swimm on top - just once, for a little while
• We can travel further

• in search of ourselves

• and we like to stay connected, report, share, recommend, be recognized, be outstanding and special, impress and swimm on top - just once, for a little while
• We can travel further

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• and we like to stay connected, report, share, recommend, be recognized, be outstanding and special, impress and swimm on top - just once, for a little while
Where are we now - The current situation

Thinking... Jelly Impressions
Accountability
Article 9 - Accessibility

1. To enable persons with disabilities to live independently and participate fully in all States Parties shall take appropriate measures to ensure to persons with disabilities on an equal basis with others, to the physical environment, to transportation, to information and communications, including information and communications technologies and systems, to other facilities and services open or provided to the public, both in urban and in rural areas, measures, which shall include the identification and elimination of obstacles and barriers to accessibility, shall apply to, inter alia:
Accessibility
Footprinting

What will come up - Tracing some trends
What is Local Travel?

Local Travel
Philantropy
Adventure
“I am, because you are!
How I behave impacts not only on me but also others around me because we all belong together.”

Desmond Tutu

Ubuntu
Individualism
Gameification

UN JEU
QUI ACCROCHE...
LA GUM!
What will come up - Tracing some trends

Off
• I have done that: relating personal experiences and presenting the destination as the stage for outstanding experiences

• Start broadcasting your (professional) life: share with people what made you smile today, what made you happy or proud, and what makes you worry

• Offer common tags that visitors can use (hashtags, groups), follow up on them and spread them
• I have done that → relating personal experiences and presenting the destination as the stage for outstanding experiences

• **Start broadcasting your (professional) life** → share with people what made you smile today, what made you happy or proud, and what makes you worry

• Offer common tags that visitors can use (hashtags, groups), follow up on them and spread them
• I have done that → relating personal experiences and presenting the destination as the stage for outstanding experiences

• Start broadcasting your (professional) life → share with people what made you smile today, what made you happy or proud, and what makes you worry

• Offer common tags that visitors can use (hashtags, groups), follow up on them and spread them
• Network
• Spread your message from various sources
• Engage / Encourage local „loudspeakers“
• Don‘t be shy
• Be a Number 1
• PR is not bad if you do good and well
• Report proudly but neutral
• Add a smile to your message

Herzlich willkommen bei OPTICLAND DiE BRiLLE, Ihr größter saarländischer Optiker der Welt!
The unknown partner
The long tail

The New Marketplace?

The long tail @tomwalter on flickr
Sharing is caring

- Are you available?
- Screen the web for content you appreciate and tie up with the authors
- Be social - say Thank you
- Create digital stages
Plant a story and foster it

- Campaign budget: $1 million
- Job duties primarily publicity-related
- + 35 000 applications from +200 countries
- + $200 million global publicity value

http://blog.queensland.com/2013/03/05/best-job-in-the-world-is-back/
Freelance

- Publishing capacity negotiable
- Economies of scale
  - will try to publish to various channels
  - interested in stories that can be milked over a long period
  - receptive to news/updates
- High opportunity costs: a week for travel and research is expensive
Payroll

- Publishing capacity predictable
- Work to rule:
  - ➡ will publish once to one channel
  - ➡ fix earning
- ➪ Allowing further syndication / usage (in translation)
- ➪ Royalties with author or publisher
Truffle pigs

- Can dig out stories individually (supported by local fixers)
- Get publishing confirmed just based on the destination, because publisher knows he will get a great story
  ➡ invite and support with local contacts etc.
  ➡ the smaller the group size the better
Omnivores

- Have no real idea of the destination and are not pretty good in finding stories individually (just fact finding & Wikipedia writing)

- Will get the publishing confirmed just based on the destination

➡ Have stories prepared for them and some local counterparts at hand

➡ It is up to you to make these people „prophets“ who go back with real attachment to your place

➡ Involve all their senses, except you’d know about any real antipathy (e.g. vegetarians won’t appreciated meat)
Press trips: Set up

- Group size and mix (consistent and manageable)
- Expected outcome (Publishing confirmation)
- Competition
- Briefing and De-Briefing
- Documentation of trip (mostly for yourself)
- Translation
- Research support
Press trips: Funds

• Who’s paying?
  • sponsored trips
  • freeloaders
  • pay your way

• Sponsor expectations

• Fair share for SMEs
  ➔ using synergy without fueling rivalry

Why you can trust Condé Nast Traveler:
Travel sites often accept free meals and accommodations—not to mention outright payment—in exchange for a plug on their site. Condé Nast Traveler never has and never will. Whether we experience travel the way a paying guest would or hover as a distant observer, we experience travel the way the public does, with no pretensions, no treatment, or obligations. Our contributors are paid honestly, with no conflict of interest. And when writing for us they are paid honestly, with no conflict of interest.
Working with (professional) media

Pix

- Ownership
- Royalties, Credits, Copyright
- Creative Commons License
- Privacy
- Names
- Consent
- Content and Composition
  - A pic says more than 1000 words ?!
  - Tags, Alt Text and Descriptions (SEO)
Food <> Travel <> Festival

What's the story?!
The radio journalist
Flesh and Blood

- Names
- Dates
- Backgrounds

be prepared and take notes
Picture Credits

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- Marcus Bauer
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