

5 things travel writers will never tell you



By [Phindiwe Nkosi](#)

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Nothing is as painful as establishments talking to themselves about themselves. For starters, no one really believes the credibility of one paid to be their own praise poet and secondly, even if you are offering a superior service, what use is it if it is just you and your small community knowing about it?

I think that is why freelance travel bloggers and writers are deployed. To experience, imagine and write. That's partly why publications and establishments give us calls to help write content from an "external" voice. To tell it as it is and in some way, arouse the interest and curiosity of potential guests to consider going to see for themselves.

In as much as travel writers are positioned as mouth-pieces aimed at saying it; there are certain things very few travel writers will dare say. Yes, there are those that break the mould, but all in all, here are secrets that can almost never be verbalized.

Your website sucks!

Sometimes, what we really long to say to the establishment is that they must hire us to supply them with web content as opposed to writing about the venue because no one will believe the credibility of the article once they browse their website to make a booking or get more information. How do you tell a client that they are a breath of fresh air, but their website is doing them great injustice?

I have a name

When we get to a place, please try act "normal". Sometimes, it is such an act to please and gain a favorable review that it seems like a theatrical performance. One is tempted to title the article "Act 1, Scene 1". What the writer experiences and what locals, staff and previous guests say is in conflict. For a start, it would be whole heartedly appreciated to be called by a name, instead of "the writer is here".

Exhaustion. Exhaustion. Exhaustion

Living in a suitcase has its perks, yet there's the fatigue that sometimes naturally creeps in after being cooped up for hours in the car or flying to places where you try cram in as much as you can, to an already eventful day. Sometimes guests, like writers, simply want to go on holiday to relax. Less is more. There are times when the beauty is in a steady paced heart rather than keeping it occupied every hour.

These guys watched me like a hawk...

There's a fine line between getting comments from guests who approach you and ask "so what brings you here?" - and intruding on guests eating at the table to get feedback. While sitting at the table eating alone and a guest randomly asks to join me at a small, isolated establishment; there's really no need to run to the table and chase them away because I am a journalist. It's part of my journey and I really would like to hear about their journey, even more than formulating my own perspective.

Please call (understatement)

Sure, sometimes we come unannounced, but it's so much nicer when you open up your door and show initiative. Call us. Use us to kick-start your blog and give meaningful words to your website. In spite of having regular clients, a lot of travel

writers live on the edge. We dream of traveling, writing guest blogs, having columns and writing about places we have never been to, and those we have seen. Unlike unsolicited emails that you despise because you didn't sign up for them, we really love connecting with people and showing off our rainbow nation.

ABOUT PHINDIWE NKOSI

Phindiwe Nkosi has a decade of experience coupled by a Masters Degree in Communication Management from the University of Pretoria, South Africa. Her experience ranges from working as a journalist, international news anchor, travel writer, speech writer, marketing and communications manager, editor, blogger, foodie and ghostwriter. She is also the founder of Travel Anthem and freelances for clients across South Africa, UK, Australia, Canada, Germany, India, Zimbabwe and more. Email her at phindiwe@communicationanthem.co.za for your writing and blogging needs.

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