

**‘Conventional’ travel
journalism background,
but still hobbyist**

**Drastic transition from
amateur to career pursuit**

**Skills from student
journalism VS skills now**

**What you're capable of
achieving, not your
platform of achievement**

**Success is making
something of what you
learn from blogging**

Success story nowadays: not just numbers, but your expertise

Robert Reid's keynote on travel expert

**You're not only the brand,
you're also the product**

Travel blogging for business is providing solutions

Travel inspiration and resources for B2C, but increasingly services and outreach for B2B

Personal branding more than blogging platform, but person behind it

Woody toy example

Case study

Backpacker Steve: Campaign with Bulgaria
Tourism Organisation

Key of travel blogging is variety

Combinations of outreach platforms,
documentation skills, exposure longeivities

**Travel industry increasing
identify skills and
innovations**

Merits of networking

Travel blogging can be a lonely existence

Networking events

Like a mixture of office party and university department gathering

Networking is exchange

Exchange of expertise isn't just cross-pollination of knowledge, but being able to identify who's skilled in what

Exchanges also in ideas

Being inspired by each other to create products, services and projects beyond individual blogging platforms

Rise of the collaborative travel blogging projects

Case study

Kash Bhattacharya, *Must Love Festivals*

**Trend shift: blogger-led
campaigns?**

Understanding the travel industry roles

Balance between content creator and
marketer

Million-dollar question: how to fund your travel blogging initiative?

Chiara Ferragni, *The Blonde Salad* (est 2009)

**Consider first: what you
can put on the table**

**Create products that don't
only sell, but
demonstrate your skills**

**Be aware of your
weaknesses, be
motivated to rectify them**

**Dedicate your time to
long-term rewards**

**Ask for monetary reward,
but never astronomical
demands**

“Do you have the budget to pay?”

**Work together, share
resources, contacts,
skills and audiences**

Age of the collaborative project

My challenges from
The Ripple Movement

Business models

Story: Meeting with Jaume at FITUR

Think in the marketer's shoes

Marketing objectives, measurement of success, unique marketing initiatives

Be sympathetic

Especially consider company hierarchies

Beyond *just* travel

Be more than just travel documenters, but
life – and social issues encountered on
travels

Combination formula

Network of contacts, connection with travel bloggers, business documents, portfolio, persuading others to share your vision

Constant learning process

Logistical considerations

Company registration?

Many bloggers have done it in Hong Kong

Web design?

**Joining blogger networks,
collectives, media
groups?**

Should you go full time?

Be opportunistic

Becoming a travel blogging business

Should you hire staff?

**Travel blogging is still
evolving, and your
decisions will shape the
industry**