

# Travel Writing Boot Camp

**This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.**

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## **Week 1**

Introduction. Components of great travel writing. Finding your beat(s). The keys to travel writing success. How this class will work.

Assignment: "Escapes" piece; optional assignment: pitch letter, magazine/newspaper profile

## **Week 2**

The travel-related news item. Defining your market. What exactly is travel news? Finding trends.

Assignment: News item/mini-report; optional assignment: pitch letter, 30-30-30 report

## **Week 3**

Destination piece on a cultural or environmental landmark or annual event. Finding the new new thing. Anniversaries and annual events. Keys to crafting successful pitches.

Assignment: Destination piece on a landmark or event; optional assignment: pitch letter

## **Week 4**

Historical research piece on neighborhood, local tradition, or attraction. Targeting your queries. Finding time and topic pegs. Appealing to interest groups. Incorporating history.

Assignment: Historical research on a neighborhood, tradition, or attraction; optional assignment: pitch letter

## **Week 5**

The day trip or long weekend piece. Approaching these types of stories. Thinking in terms of neighborhoods and themes. How to come up with an itinerary. The importance of "walking the walk."

Assignment: Day trip close to home; optional assignment: pitch letter

## **Week 6**

Service round-up of special interest attractions. The format of a round-up. How to think in superlatives.

Assignment: Service round-up; optional assignment: pitch letter

## **Week 7**

The personal essay. Establishing your authority or passion. How to tackle a longer narrative. Educating your reader.

Assignment: Personal essay; optional assignment: pitch letter

## **Week 8**

Some concluding thoughts. The importance of the service component of travel writing. Advice for working with editors and editorial staff.

Assignment: Student's choice article (or revision); optional assignment: pitch letter