Pitching Guidelines 2022

Fodor's tells travel stories that excite, inspire, and make our readers want to get out there. Whether you're planning a trip, want to know more about the world around you, or just craving a little adventure from the comfort of your couch, we're the go-to destination for unique, timely, and global travel writing.

**What to Pitch:** Pitch stories beyond traditional travel features. Keep it fresh, keep it timely—emerging trends and news; ever changing pandemic protocol; and expert, up-to-date advice and recommendations. Make it entertaining—tell us a story we're dying to reshare (bonus if you can make it a listicle).

**What Not to Pitch:** We are not currently accepting pitches that serve as service-based destination itineraries (i.e., Ultimate Guides, Best Restaurants in a Destination, How to Spend a Weekend in a Destination, etc.). Avoid pitching stories that happened to you ages ago—we want your latest stories and adventures.

**Writer/Story Considerations:** Your role as a writer is very important. What you chose to include in a story or leave out affects how people view a destination and its people. How you tell the story and what words you use can also have an impact. It can affect what businesses they frequent or decide to skip. It can also bring more tourists to an area that badly needs tourists, or exacerbate the demands of tourism on an already visited destination. Here are some guidelines to help your stories have the most positive impact.

## Your Perspective:

- 1. Consider why you are interested in writing this post. What is your connection to the topic?
- 2. Who is the audience for your post?
- 3. Have you identified any potential biases within your content?
- 4. Have you taken time to research background information or historical context to accurately inform your perspective?

**Before You Pitch:** We are a site based on expert recommendations, so please have an opinion about what you're pitching. Also, please search to see if we've ever published something similar. The site is really good, so check it out!

# CHECK OUT THESE FODORS.COM STORIES WE LOVE:

## Traveling in the Pandemic: News, Info, and Advice

- What Happens if You Test Positive for COVID While Traveling Internationally? Here's What You
  Need to Know
- We Spoke to Experts and Here's How They Advise Staying Safe While Traveling
- Here's What a Pharmacist Says You Need to Know About Traveling Abroad With Your Medications

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- How to Fly Internationally Even if You're "Too Fat"
- This Is What You Need to Do if There's an Unruly Passenger on Your Flight

#### Secrets, Hacks, and Deals

- What's a Vacation Club? And Are They Worth the Huge Expense?
- Should You Pay Someone to Book Your Flight With Points?
- Beware of This Legal Loophole That Can Screw Airbnb Hosts
- Everybody's "Trip Stacking" Right Now. And You Should Too. But What Is It?
- <u>What Is Disney Rash and How Do You Prevent It?</u>
- <u>15 Easy Ways to Save a Ton of Money on Your Next Vacation</u>

## Fun, Surprising, Quirky, Intriguing Slideshows

- <u>These 10 Natural Anomalies Will Have You Believing in Magic</u>
- These Places in Europe Have an Unexpected Connection
- <u>15 of the Most Dazzling Psychedelic Destinations in the World</u>
- Don't Listen to People Who Tell You Not to Go to Chicago's South Side. Visit These 10 Must-See Spots
- <u>10 Must-Visit Fairy-Tale Destinations for Feminists</u>
- <u>20 of the World's Most Epic Bodies of Water and How to Best Experience Them</u>

#### **Social Justice**

- This Is What Travel Privilege Really Looks Like
- <u>"Rich" Passports Are Different Than "Poor" Passports</u>
- My Country Won Another UNESCO World Heritage Status. Here's Why I'm Scared
- <u>This Couple Created a Modern Day Greenbook for Seattle</u>
- <u>13 Problematic Disney Attractions That Have Changed, Are Changing, or Need to Change</u>

## **Environmental Justice**

- These 11 Cities Are Sinking. They Could Be Gone By 2100
- It's Terrifying How Hot It Is in These 8 Places Around the World
- 20 Years Ago, I Planted Trees in the Amazon. I Went Back to See If It Had Made a Difference
- There Are a Lot of Mysterious Deaths off the Coast of England. One Man Is Trying to Solve Them
- Massive Wildfires Have Scorched Hawaii. This Is How Indigenous Hawaiians Have Coped With It

## Wanderlusty Trivia and Fun Facts

- <u>10 Famously Unfinished Buildings Around the World</u>
- I Didn't Expect to Find This in Afghanistan
- I Have Vertigo. So I Decided to Walk the Highest Outdoor Platform in the World
- Don't Miss the Best "Off-Season" Beach in America
- What Do Cardi B, the Real Housewives, and I All Have in Common?

#### Profiles

- How Top Chef's Byron Gomez Travels the World Through Food
- How One Celebrity Mom Found a Refuge for Her Autistic Son at This Resort
- How The Austic Traveling Goddess Is Dispelling Stereotypes

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- How This Indian-American Entrepreneur Is Diversifying Outdoor Adventure
- How The World's First LGBTQ+ Mariachi Band Celebrates Pride
- Who Are the Alpaca Ladies of Cusco, Peru?
- Salem's Satanic Temple Has a Satanic Chef. And We Talked to Him.
- Meet the Sisters Behind One of the Wine Industry's Most Exciting Companies

#### Food and Drink

- The Surprising Reason KFC Is Japan's Biggest Christmas Tradition
- Meet the Seattle Ghost Who Made the Weed Brownie Famous
- <u>6 Things Americans Eat That Are Banned in Other Countries</u>
- How One Small-Town Pastry Became a Worldwide Sensation
- <u>Why Do Wisconsinites Drink Their Old Fashioned With Brandy?</u>
- The Long, Complicated Story of the Invention of the Piña Colada

#### Sex and Relationships

- How Not to Plan a Polyamorous Vacation
- Guess How Expensive These 8 Wedding Venues Are (Hint: It's a Lot)
- <u>I've Matchmade 9 Happy Marriages Including My Own Here's the Secret to My Success</u>

## THE DETAILS

## EMAIL: pitches@fodors.com

**INCLUDE** a proposed title! Make it spicy, intriguing, and clickable.

**BE SPECIFIC:** Don't just offer up a topic. Let us know what story angle you plan to take and how you plan to organize it.

**RESPONSE**: It may take up to **five weeks** for us to reply to your pitch, but we will always respond. **Please don't follow up or resend your pitch as it may inadvertently push down your pitch**. If you haven't heard back after eight weeks, feel free to send a separate email inquiring about your pitch.

Please mark **TIMELY PITCHES** as "Time Sensitive" in the subject line for a prompt response.

Thank you for pitching Fodor's Travel!