

I Spent a Week Talking About Travel Writing's Future and Every Editor Said the Same Thing

This is the key to successful travel writing in the age of AI.

Hello, travel writers,

I (Nina) just returned from Travel Classics in Ticino, Switzerland, where I met quite a few [Be A Travel Writer](#) students and newsletter subscribers in real life for the first time! This conference is so different from all the other travel conferences I attend in that editors and writers spend so much 1:1 time together. Maren Rudolph has been hosting the boutique conference for over 30 years, and I'm always impressed by the way she manages to weave in experiencing the destination while running such a full schedule of editor-led panels and writer pitch meetings. Plus, there are always a few interesting opportunities to learn about other travel destinations as well, often over a great meal. Travel Classics happens twice a year, and the next one is in Santa Fe in November. It's full, but there is a waitlist. You can [find details here](#).

My panel, with editors from National Geographic, Outside, and Westways, was titled "The Evolution of Travel Writing: Where It's Going and Where It Needs to Go," and I wanted to briefly talk about one theme that came up A LOT (and was also touched upon in other panels and in Nat Geo EIC Nathan Lump's keynote speech). As AI summaries replace publishers at the top of Google search results and AI-written roundups appear more and more frequently across the internet, the key to staying relevant is actually quite simple: it's being yourself.

More than ever, editors are looking for human-led stories where the narrative is driven by personal experience. That being said, before inserting yourself into a story, it's also more important than ever to understand (and make clear in your pitch) what makes you the right person to tell the story. What unique point of view do you bring?

Now, does that mean desk reporting is dead? Not entirely, but simple internet research will no longer cut it. Interviewing local experts makes a huge difference. TL;DR: Travel writers today need to work harder to stand out and build trust with the reader. One organic way to do this is by finding your beat and creating a personal brand around a niche (which happens to be the topic of [Be A Travel Writer class No. 1](#))!

Find a selection of this week's opportunities below, and don't forget you can [subscribe to our job board](#) for WAY more jobs each week, including calls for pitches, full-time, part-time, and copywriting roles, updated daily, for just \$4/month or \$40/year.

Need more advice or want to brush up on some skills? Check out our [classes](#) and remember our students are always welcome to reach out with questions at hello@beatravelwriter.com.

GET THE JOB BOARD

Calls for Pitches

The Observer: Observer is expanding its freelance features roster. It's looking for sharp, original voices who can take a story apart and put it back together in a way that readers can't ignore. [See more.](#)

Big Think: Is always looking for original feature pitches about transformative trends, scientific breakthroughs, and emerging ideas that challenge conventional wisdom, including interviews with high-profile scientists, entrepreneurs, authors, and thinkers. [See more.](#)

USA Today: Is looking for pitches on pets and grocery coverage, along with other emerging verticals. [See more.](#)

Women's Health: The beauty team at Women's Health is looking for freelance pitches at the intersection of skin health, beauty, and wellness, specifically ideas from ambitious reporters who want to dig into the science behind what we put on (and in) our bodies. [See more.](#)

GetYourGuide: Is growing its freelance writing pool for The Explorer. It's looking for writers around the world who can bring sharp ideas, strong reporting, and a clear point of view. [See more.](#)

Full-Time Job Openings

The Kitchn: The Kitchn is seeking an enthusiastic, creative, and experienced Culinary Producer that will bring our recipes to life and make them shine. As Culinary Producer, this role will pitch, develop, style, and shoot recipes working closely with the Editorial, Audience Growth and Studio teams. [See more.](#)

Science News: Science News Media Group seeks an experienced and creative editor to manage longform journalism for our award-winning publication. The role includes working with colleagues across the newsroom to set a long-range strategy for the feature well, including thinking strategically about covers, innovating on formats and prioritizing the digital expression of print-first content. [See more.](#)

Design Hotels: Is hiring a Managing Editor who plays a key role in maintaining and evolving the brand voice of Design Hotels through high-quality writing, editing, and storytelling. [See more.](#)

CNN: CNN Weather is seeking an experienced, digital-first editor to lead and shape its features coverage, where science meets awe and explanation meets lived experience. [See more.](#)

Allure: Allure is seeking a dynamic and highly organized Senior News Editor to shape and drive the brand's daily coverage across beauty, wellness, and culture. This role is ideal for an editor with sharp instincts, strong opinions, and a passion for internet trends and pop culture, who thrives in a fast-paced digital environment. [See more.](#)

One Story We Love

Proof I'm taking my own advice: I didn't particularly want to write about being pregnant, but after experiencing a women's retreat a few weeks ago, I knew that was the way I needed to tell [this story](#). (And honestly, it's a little bit funny having a celebrity

unknowingly [hard-launch your pregnancy on Instagram](#), but we will take a link in Sutton Foster's bio any day!)

One Place We Love

Keeping with the Travel Classics theme this week, I had to highlight Ticino. It's known as Switzerland's sunniest canton, but we kicked off the conference in the rain. When the sun came out, it was pure magic (see: tulips glistening at [Ciani Park](#)). If you know me, you know how much I love Italy, but this was my first time in Italian Switzerland. We stayed at the historic [Hotel Splendide Royal Lugano](#), and I was lucky to have a huge balcony looking directly out over Lake Lugano. I loved touring the lake by boat (bonus: unlimited rides are included with a [Swiss Travel Pass](#)) and you can stop off in charming little villages like [Gandria](#) and sample the local cuisine in traditional [grottos](#).

See you in class,

Stacey & Nina

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