

Inntravel



📍 Matterhorn, Switzerland

Our Freelance Writer Manifesto

Signposting a more sustainable future for travel writing



For 40 years we have hosted freelance travel writers on our self-guided adventures across Europe and beyond. Now, in our anniversary year, we are creating a binding commitment to the freelance writers we work with, helping to play our part in making travel writing a fairer, more sustainable, and viable industry.

At Inntravel, we value words and we value writers. We love the skill of a travel writer to transport a reader and to inspire them to follow in their footsteps, and we get a thrill from seeing our name in the travel sections, both in print and online. Over the last 40 years we have hosted hundreds of writers, writers who have become ambassadors for Inntravel's ethos of slow, immersive travel.

We also recognise that the travel writing industry is not in a strong position. Print titles are decreasing in number, advertorial-led click bait pieces are on the rise, and the entire industry is threatened by the looming potential of

generative AI. Financially, rates at the major titles have, at best, plateaued, while writers are being asked to do more to earn it – whether through additional social posts, or pieces to camera.

We were recently awarded B Corp status for our commitment to responsible travel and sustainable business practices and, spurred on by this certification, we want to now play our part in helping to make freelance travel writing more sustainable, too. We, as a tour operator, are part of the travel writing ecosystem, along with editors, publications, tourist boards, and you, the writers, and this is our way to try and make a difference.

Our **Manifesto**

Montejique, Spain



Time is money

While readers might long for longer holidays, spending a week travelling for a commission's typical fee often doesn't make economic sense and it may also stop you from pitching other stories when you're away, too. So, we will, where requested, shorten our standard Inntravel itineraries, still giving you all the necessary highlights and angles for your piece, but trimmed in duration.



Meal Allowance

On some Inntravel trips, a full meal plan is included as standard (for writers and guests alike) but for those trips where all meals aren't included, we will offer a daily allowance (up to £25 per day) so that you're able to enjoy a nice meal without worry. Plus, of course, as many of our guests discover too, it is by stopping for lunch and tucking into local produce that you will discover more about the region you're travelling in and, perhaps, have serendipitous encounters to give your piece colour. Something a roll foraged from the hotel buffet doesn't give you.



Plus Ones for an A-plus time

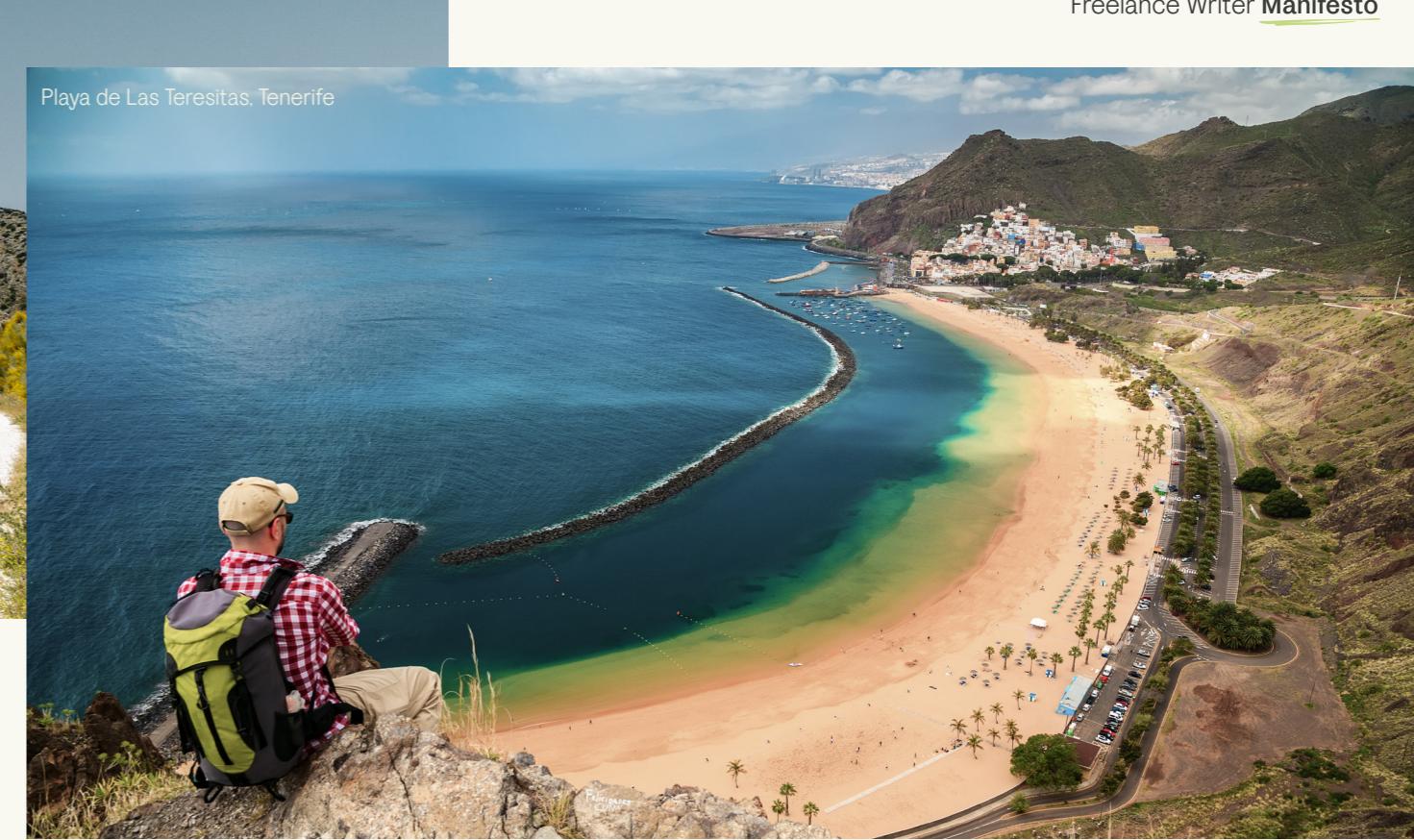
The majority of Inntravel guests do not travel solo, and our holidays are not designed for solos either, so why would we expect travel writers to travel by themselves? Should you wish to bring your partner on your trip, we will cover any additional costs (transfers, included meals), leaving them to just book their own travel. We hope this will allow writers to experience holidays as they are intended for our customers, and also provoke conversations or points of colour to help shape your pieces, too.



Door to door care

With writing fees not as high as we think they could be, we're keen to help you keep as much of that money in your pocket as possible, so we will now cover public transport expenses to and from your point of departure for your Inntravel trip. Plus, we see this as an important step in making travel writing a more inclusive industry, helping to prevent it being an industry limited to those in the South-east, or based near an airport. Diversity of voices from across the UK is important to us, as that reflects Inntravel's customer base too.

Playa de Las Teresitas, Tenerife



Opportunities Knock

As discussed, writers' fees can be disappointing, and we want to help make travel writing more economically viable. Firstly, JSPR, our PR team, will liaise with you and try to help tease out other angles before and after your trip to help you place additional pieces in non-competing publications. Secondly, we are happy to commission pieces for our own magazine, Inntraveller, and offer a fee for reels and posts on our social pages and collaborations on yours.



Ways we can improve

We know that our manifesto won't fix the writing industry overnight, and this is just the first step. We would love to hear from you with ideas or suggestions of how we can improve our manifesto. We believe that by working together and communicating honestly, we can make a positive change in the industry and, we hope, inspire other tour operators to adopt a similar manifesto too.

How you can help?

To chat more about anything in our manifesto, or to learn about our latest holidays, please speak to JSPR on:

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Champion you for Championing Us

Once you've travelled with Inntravel, we hope you will become an advocate for us going forward, and we see that as a two-way relationship. For example, we could put your feature forward for relevant writing awards, and welcome you to consumer shows such as Destinations as a panellist and travel expert.

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