

How to Write a Travel Blog

Travel blogging is a great way to get started in the lucrative world of influencer blogging if you're a natural storyteller who loves to travel. For tourism businesses or for businesses looking to expand their marketing content, [travel blogging is HOT.](#)

In the beginning, most travel bloggers supported themselves through freelance work or an online job that could be done anywhere. Now that we are in the era of The Influencer, travel bloggers (and vloggers) can make excellent money while traveling, often for free.

Travel bloggers add value to destination and resort websites, travel gear marketing, and websites for travel-related add-ons, such as tours, adventures, and side trips that diverge from the main destination.

Travel companies can build trust and engage with their prospective clients through travel blogs and social media, especially when a travel influencer is involved. Having a face for tourists to relate to makes it significantly easier for tourism companies to market themselves online.

Read on as we guide aspiring travel bloggers, and feel free to use this as a guide should you decide to embark on this journey and hire freelance writers for your tourism blog.



What is a Travel Blog?

A travel blog is a website written by one or more writers who write about travel. It's a great way to share and look back on experiences and trips, and inspire others to travel. It can be a way to earn money, especially if you're meticulous in branding yourself and talented in the ways of photography and writing.

What Should I Write About?

The best advice for writing a travel blog is to *write what you know*. Maybe you're an expert on travel gear, exploring local cuisine, adventures along the way, or perhaps you have a talent for speaking to locals and getting the coolest tips about where to go off the beaten path for some seriously unique views, hikes, or experiences.

Be honest and open. Your personality is uniquely yours, and being genuine about your experiences will make readers feel as though you're more relatable. They'll fall in love with your lifestyle and want to keep reading if they like who you are. Tell stories about your successes, but also be honest when things don't go the way you planned. Readers need to relate to you as a real person. It keeps them coming back for more.

Travel Bloggers Expand Your Client Base

If you're marketing for a company, having travel bloggers contributing to your website can increase traffic, persuade would-be buyers, and get you higher credibility in your industry.

Having experts using and reviewing your product or service as they explore the world gives real-life relatability to your client base and increases your reach.



How Do I Write a Travel Blog?

Writing a travel blog can be extremely fun, but writing is also challenging - especially if it doesn't come to you naturally. If you write as though you're speaking to a friend, your readers will see you in that regard.

Think about some of your favorite TV personalities and how they speak to the camera. Watching Guy Fieri talk about some of his favorite restaurants is entertaining because he presents the content in a relatable way and he is unapologetically himself. Sure, he doesn't appeal to everyone, but you won't either. That's okay. If you show passion and natural curiosity for your travels, the reader will be enthusiastic and curious too.

When you find something you are excited about, share it. Don't be afraid to write about something you are interested in. If you scaled a mountain with locals to cook slugs in a firepit and eat them, write about all the feelings you felt - the fear, the hesitation about trying something new, and the bond you felt with the locals. Most likely, your readers are thinking about what they would do in your situation and are curious about what you think.

Providing value to your readers includes tips for them to find hidden spaces away from tourist spots, save time and/or money, or find ways to travel safely and smarter.

Lastly, keeping your readers engaged will require some effort in mixing it up. A blog with a generous mix of photos, maps, video, and text will keep a reader engaged. Some of the best travel blogs are so visually stunning that readers will spend hours just daydreaming over the adventures of the writer.

Decide on a Niche

Finding your niche can be a challenge, especially if you haven't written a blog before. Blogs are great for keeping content organized in categories, so even if you don't know what you want to focus on at first, at least make use of categories so you can keep your content organized for readers to veer off into full sections of cuisine, hiking spots, or how-to guides, depending on what you like to write about.

Once you get going, try to focus on one specific niche. Find something unique that appeals to you that not many other writers are doing. There are plenty of niches to choose from: solo female travelers, van life, luxury travel, budget-friendly travel, and travel gear, to name a few.

Brainstorm what speaks to who you are and do your research. If you love hiking, your blog will be about all of your hiking adventures. You can post about proper clothing and gear, camping spots, safety tips, and trips you are planning.

Creating an all-encompassing travel blog is impossible without a full team of writers, or you'll spend most of your time stuck in front of your laptop. Find your niche and become an expert in that topic.



Choose Platforms and Tools

So, you've decided to bite the bullet and begin. Good for you! You'll need a website and some hosting. For beginners, WordPress and Webflow are comprehensive tools that are plug-and-

play. You'll need a domain and hosting, which is inexpensive and can be done through WordPress for ease of use, or any number of providers.

You'll need a website theme. Simple is best when it comes to travel blogging because your mix of photos, videos, and text should stand out on their own and not be muddled up with a busy website template.

Make sure that the name you've selected isn't already taken, by searching it online. When you're ready, set up your website, social media, email marketing software (we like MailChimp), and SEO tools to ensure Google shows your website when people search for the terms that are prevalent on your website.

Write Compelling Content

As we've said, you want to be yourself and let your writing reflect your personality. When you're starting, it might be a good idea to film or record yourself talking about your travels as if you were talking to a friend. It's easier to write if you have someone in mind that you're "speaking to."

Readers want to read about places they relate to, so it's important to tell your stories with that in mind. As readers get to know you, they're going to want to know more about you. So be yourself, and don't try to copy other people's writing styles. It's important to have a unique voice and perspective that will shine through whether you're snorkeling in the Great Barrier Reef or climbing Mount Toubkal in Morocco. Keep your language simple and your sentences short whenever possible. Readers will lose interest if your language is too flowery or complicated. Just write what you love!



Good Photography is Essential

Sharing amazing photos is key to a successful travel blog. People can only envision so much through your writing. Photos add stunning visuals to what they imagine. Here are a few tips for better travel photos:

Take A LOT of Photos

Now that everything is digital, it's easier than ever to snap hundreds of photos and decide later which ones will make the cut. If you learn how to do your own post-production of photos, you'll be able to up your game that much more. Also, don't feel weird about editing photos - everyone does it.

Use a Camera with a High Resolution

Using X resolution or higher will guarantee a lovely online image. This may require you to invest in a better camera and additional SD cards, but the results will be well worth the investment. Buy the best camera and lens you can afford and be sure to throw in a lightweight tripod. You'll thank us later.

Get Up Early and Stay Out Later

The best shots depend on light. The early morning light and dusk are two of the best times to get the shots that wow your audience. Getting up early to chase that soft warm light also means you won't have to contend with as many tourists too! These serene, peaceful moments will be the ones you remember.

Befriend the Locals

Asking the locals where to go is helpful. Furthermore, photographing the locals (with their permission) is an even richer experience. Everywhere you go, make time for the people, and be polite. Buy something from them or compliment something you observe. The people can be a rewarding part of your experience, and you will learn things you otherwise would have missed.

Photo Composition

There are a few ways to make your photos stand out:

Photo Composition Experimentation

Every photo could be taken from your perspective, just like everybody else. BUT! What if you approach things from a lying down position, or climb to a higher vantage point? Do it all! Take that photo of a waterfall from the side or from underneath it, or up above it. Play around with all kinds of angles and take photos with a small piece of the landscape in the foreground such as

a flower or an interesting piece of driftwood. Zoom in, zoom out, and enjoy the process. Give yourself the time to practice photography, even if you have to go solo for a little while.



The Rule of Thirds

Understanding the [Rule of Thirds](#) is one of the most classic and basic photography tips. Think about breaking an image down into thirds horizontally and vertically, so it is divided into different sections.

This helps nicely frame the overall image by putting important parts of the photo into those sections.

By turning on your camera's "grid" feature, you can easily compose using the Rule of Thirds. The rule of thirds grid is displayed directly on your LCD screen, so you can easily compose it this way.

The next time you are composing a travel shot, you should ask yourself: What are the key points of interest in this shot? Where should they be positioned on the grid? You will find your shots more appealing when you pay attention to these details.



Humans

Human subjects in photos entice people to live vicariously through them. Particularly if they can imagine themselves in the photo. This gives an image more emotional impact as if you are at the location yourself.

Also, the human element lends a sense of scale. The farther away you place your subject, the greater the feeling that the mountains are big. Hence the popularity of photographing "tiny" people in large landscapes.

Humanizing photos can also help tell a story. Photographs with people in them appear to be more powerful. Your choice of a human element can completely change the narrative of a particular photo.

Optimize Your Website

So you've got your website, a simple template, some stunning photos, and your posts are written. You want to keep your website as readable and simple as possible. It's not a bad idea to map out what you want your posts to look like, and keep it consistent. Use photos liberally, but make sure they aren't too big and that they are your own.

Also be sure to view your blog on mobile devices and ask your friends to check them out on their devices as well, to be safe. What looks nice on an iPhone may not display as well on an Android or a tablet.

Be Consistent

It is crucial to maintain consistency. Your audience will appreciate the consistency and set schedule. Should you choose to repurpose your content to YouTube, you'll find that your readers/viewers will look forward to your posts. Don't worry if you miss a day of posting. Just get on track with the next post as soon as you can.

Analyze Your Results and Know When to Pivot

Here's the not-so-fun part: check your stats! Don't obsess over them to the point of basing your self-worth upon them, however. This is a mistake many influencers make. As you analyze your numbers, keep an eye on which posts do well and which links readers click on. Also, pay attention to your comments to get honest feedback.

For tools, you can use Google Analytics or Adobe Analytics, Optimizely, VWO, and/or Google Experiments. From there, you can monitor traffic that shows where your readers are coming from, and optimize your SEO to capitalize on keywords to attract new traffic. Use A/B testing to optimize your site for higher conversions and testing. Given your life of travel, this part of blogging is not exciting, but it can help you become more successful if you use the data to improve and grow your readership.



10 Ways to Monetize Your Travel Blog

Let's face it. Unless you have millions in the bank, you're going to have to figure out how to fund your lifestyle. Here are ten ways you can do just that!

1. Become a Freelance Writer by Using Your Blog as a Resume

One of the biggest sources of income for digital nomads is to find something you're good at and freelance in that area. That could be writing, editing, or social media management. You can go out on your own, or sign up for websites such as Fiverr or Upwork to get started. Asking friends and family to place your first few orders will raise your profile ranking faster.

2. Become a Virtual Assistant for Other Blogs

You will be able to understand how to be more successful with your blog if you work for a more established blogger. Most of these opportunities come from networking in person and online.

If you have the moxie, ask to work with a blogger you admire. Many bloggers need help but aren't sure where to find it.

3. Put Up Ads

Traffic is what generates ad revenue, and today's biggest networks require at least 50k monthly visits.

It's true, ads won't match your aesthetic, but your fans probably won't notice, and the ones that do will be delighted to see you make money.

4. Develop Your Own Products

Most entrepreneurs in this field sell their own products.

There are tons of options available to you, such as a course, books, tours, and merch. Be as creative as possible!

Creating a product isn't as simple as jumping in and creating an audience. The risk is that you will spend all this time creating products without having any buyers.

5. Join Affiliate Marketing Program(s)

You can start affiliate marketing at any time. Even if you're just getting started, recommending products you love and having affiliates in mind will build trust and payoff opportunities. It may take you a year or two to see financial benefits, but it is worth the effort. Once you get your readership to higher levels, approach companies that you would endorse.

6. Sell Your Photos

Travel blogging involves a lot of photography. Wouldn't it be wonderful if your beautiful places could inspire others to see them? Instagram and TikTok are worthwhile marketing tools, and a visually appealing website is crucial for getting paid work. You'd be surprised to see how much work you'll get simply from sharing your photos!

It is also possible to sell stock photos online. Passive income can be generated this way for some. If you are traveling and have a backlog anyway, you may find it worthwhile, even if the rules prohibit certain items in your photos.

7. Podcast

Having a podcast is not common among travel bloggers, but it can be a great way to make money and contribute to an area that is not incredibly saturated.

Podcast popularity is huge, and if you're already thinking about repurposing your content for YouTube, you could put it together as a podcast and do the reverse where you use the audio from the podcast and stream photos on YouTube with your voiceover.

8. Monetize Videos

There are plenty of blogs that make videos. Crossposting your content by creating videos and monetizing on YouTube can be quite lucrative. If you are dedicated and keep a schedule, your channel can grow quite quickly.

9. Become a Public Speaker

Establish your expertise while making money by doing public speaking. After you have established yourself, this is an option that will make sense to pursue.

Live interaction can be very powerful, and learning how to do it well is a key skill.

Conferencing is ramping up again, and if you can get gigs as a speaker, you will gain credibility, expose yourself to new audiences, and spread your message.

10. Paid Brand and Destination Campaigns

You may eventually have paid opportunities when your audience and social media channels grow. A product partnership or destination partnership might require you to agree to deliverables in exchange for a trip with all expenses paid and financial compensation.

As cool as it sounds, it only makes sense if the destination and campaign are in line with the brand and if you can deliver everything that you promise.

That is the magic formula for success: having a well-chosen niche, creating great content, building real relationships with your audience, and putting out valuable resources consistently. Create a unique brand, build an audience, build historical evidence to prove that you are worth the money and the work will come.



Inspiring Travel Blogs

The best travel blogs in the world offer insightful travel tips, compelling stories, and visual content. The best travel bloggers are exceptional writers providing advice and inspiration for travelers seeking new experiences. Taking time to read other travel blogs can help you improve your writing, design, and photography skills.

Here are 5 travel bloggers worth checking out, all for unique reasons:

Breathe Dream Go

Mariellen is a Canadian solo female traveler who has visited and written about many countries around the world. She specializes in teaching others (particularly women) how to safely navigate India and has travel guides for other destinations around the world.

Y Travel Blog

Caz and Craig Makepeace have been nomads for 22 years, the last 13 of which have been with their two young daughters. Making memories with their families and escaping the chaos of society are central themes to their writing. These experts have published countless travel guides for global destinations and offer a podcast, where they talk about their adventures and share travel tips.

Going Awesome Places

William is one of the best travel bloggers out there. His adventures have taken him to 51 countries. He's quickly become an expert in his field, and his website is rich with helpful travel guides and itineraries for destinations around the world. On Instagram, Will tells informative and engaging stories. Go follow Will - he's great!

Hey Ciara

20-something-year-old Ciara left her corporate job to travel the world and inspire others to do the same. If the last two years have taught us anything, it's that life is short and you should follow your dreams. As one of the youngest members of The Great Resignation, Ciara totally gets what it is like to chase what seems like the ultimate dream job. She is careful to share tips on keeping safe, dining out, and where to find the most interesting adventures!

Nomadic Matt

You can't write about travel blogs without mentioning one of the OG's, Nomadic Matt. Matt is the

New York Times best-selling author of *How to Travel the World on \$50 a Day* and *Ten Years a Nomad*, and has been blogging on his site since 2008. If you're unsure where to start, it's a

great idea to read up on Matt's travels! He offers all kinds of freebies to get you started, such as packing lists and travel tips for a successful journey.



Conclusion: Are Travel Blogs Still Popular?

The short answer? More than ever! We will continue to have travel bloggers as long as Google exists. Despite the usefulness of social media for planning travel, many travelers prefer the long-form content provided by travel blogs.

Blog posts offer all the information you need to become a more savvy traveler, which isn't something you can get from a quick IG or Facebook post. It's safe to assume that travel blogs will remain popular for the foreseeable future, especially as more companies jump on board to leverage their brands.

During the pandemic, travel blogs that offered [unique local getaways](#), road trips, and hiking trips, really took off. As life slowed down, people discovered camping and hiking in their spare time.

It doesn't seem as if travel blogs will be going anywhere anytime soon, especially for those who are experts in their specific niche. Now that the world is opening up again, [people who have](#)

been daydreaming about travel for the last two years are going for it - and they will need your guidance!

It doesn't have to be a business, however. Starting your travel blog can begin as a hobby, and even stay local, depending on your budget. You can choose to forever blog as a hobby - lots of people do that. Once you leap monetizing your blog, then you'll need to ensure you are following the disclosure and tax laws in your area.

Sharing your travel adventures with family and friends while funding your nomadic lifestyle is possible with travel blogging and destination marketing. Destination marketing has become incredibly popular as people naturally research their trips before going anywhere. This gives travel bloggers more opportunities to make money, and travelers so much more information before they book their flights. It's a win for bloggers, travelers, and the travel industry as a whole.

Sources:

Lange-Faria & Elliot. "Understanding The Role Of Social Media In Destination Marketing."
http://www.chios.aegean.gr/tourism/VOLUME_7_No1_art10.pdf

Bosangit C., McCabe S., Hibbert S. "What is Told in Travel Blogs? Exploring Travel Blogs for Consumer Narrative Analysis." https://link.springer.com/chapter/10.1007/978-3-211-93971-0_6

Giangreco, L. "Diversifying the face of travel, one TikTok at a time."
<https://www.washingtonpost.com/travel/2022/01/31/tiktok-travel-stars-diversity/>