

Five things to consider when hiring a travel blogger



By [Phindiwe Nkosi](#)

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Travel writing and/or blogging is a skill that can take many years, if not a lifetime to perfect. It is not just about scribbling together something to showcase, placing an ad, setting up a website and attending tourism indabas and conferences...



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Sometimes, having someone skilled in the industry to tell your story – their way – can help you unearth a world full of potential guests who would otherwise not have considered your establishment. Here are five tips to consider before hiring a travel blogger:

1. They got your attention didn't they?

Instead of recycling top of mind blogger names, rather go for someone whose article you are reading or who got you to read until the end of their in-flight magazine article. If they somehow managed to captivate you personally with their tweets, pictures, blogs and/or articles, chances are they will be able to do the same for your potential clients.

2. How flexible are they?

You don't want a diva in your establishment, but a professional who is passionate about what they do. There are writers who will only go for a particular rate. Then there are those who are willing to be flexible, reduce their rates in exchange for one more night with a partner, come when it is off-peak and/or offer you an additional social media campaign to go with the blog post.

3. Are they social media influencers?

When that travel blogger posts a tweet or Instagram post, do they get a response? Are they social media influencers? Don't waste your resources getting someone who is busy wasting ink and having a monologue with themselves, by themselves, at your expense.

4. Can you meet their bucket list requirements?

Almost every travel blogger has a bucket list of travel wishes. In some instances, it can be the "little request" to bring a

partner along who will share the room and hopefully get their own plate to eat, other times it can be to experience the wines and/or massages first-hand. Sometimes, just by meeting their particular requests you can tilt the blogger's influence to your favour.

5. Did you know that a mid-week stay at your apartment will probably not pay for their petrol and bills?

Rewarding the travel blogger with just a free stay is in many cases an insult to their expertise and qualifications. They use petrol and/or pay for flights to get to your establishment, take time off and offer their skills and expertise to get your establishment out there.

Many travel bloggers will pick an establishment that pays them even a mere R2,000 and one night's accommodation with a partner than accept an invite for three nights and all the pampering in the world, but with no cash rewards.

ABOUT PHINDIWE NKOSI

Phindiwe Nkosi has a decade of experience coupled by a Masters Degree in Communication Management from the University of Pretoria, South Africa. Her experience ranges from working as a journalist, international news anchor, travel writer, speech writer, marketing and communications manager, editor, blogger, foodie and ghostwriter. She is also the founder of Travel Anthem and freelances for clients across South Africa, UK, Australia, Canada, Germany, India, Zimbabwe and more. Email her at phindiwe@communicationanthem.co.za for your writing and blogging needs.

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