

ONE YEAR

OF

CONTENT

IDEAS

For Your Blogs

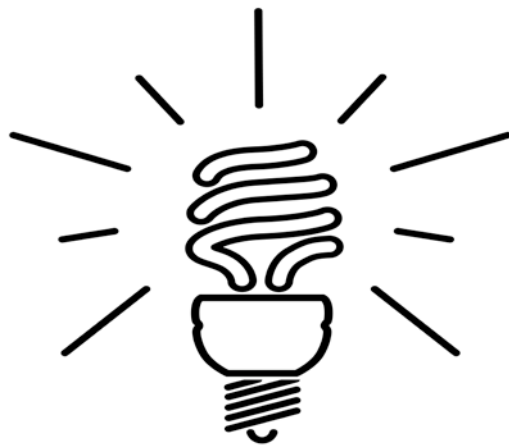


Table of Contents

Ideas 1-13 : How-To	4 - 7
Ideas 14-17 : Traveling Abroad	8
Ideas 18 -20 : Technology and Travel	9
Ideas 21-24 : Cruising Tips	10
Ideas 25-36 : Traveling 101	11 - 13
Ideas 36 - 41 : Unique Traveling Experiences	14 - 15
Ideas 42 - 47 : Write - Ups and Reviews	16 - 17
Ideas 48 - 52 : Everything In Between	17 - 18

Original content plays an important role in your travel agency's marketing. Certainly search engines love original content, but so do your human clients!

Educational and entertaining information is the very heart of great marketing campaigns. The client comes away from your newsletter, blog or site feeling not only better informed but with the important identification of your brand as the source of their new found knowledge.



Generating a constant stream of fresh content is challenging. Even if you publish no more than weekly, your schedule will require you to find 52 new ideas to present to your readers.

A new idea for every week - 52 ideas. Travel Professional Academy is going to give your content marketing a boost by providing you with ideas for an entire year of articles for your websites, blogs and newsletters.

How-To Ideas

1. How to use a travel agent - Here is the perfect opportunity to train your clients. Tell them how to communicate with you, the information you need, the best time to speak with you, how to plan in advance. Eliminate all of your future hassles by teaching your clients now how to work with you in the future. Hint - use this article as an introductory piece for all new clients.

2. How to leave your comfort zone - Many people are afraid to travel beyond the destinations they already know. Open up the possibilities for them by explaining how to use you as a resource for ideas. Talk about the ease of traveling internationally or the great bargains to be found in Mexico or the Caribbean. Talk about the importance of travel to their education and spiritual development.



3. How to apply for a passport - according to Forbes, only one-third of Americans own a passport. It does not take much of an obstacle to stymie would be travelers. Here is all of the information you need for your article.

4. How to avoid high hotel bills - Ever check out of a hotel and find that “great deal” has turned into a long list of fees? Internet charges, resort fees, telephone, parking, etc? Tell your clients what to look for and clever ways to avoid those charges.

How-To Cont'd



5. How to pack for the TSA - Not everyone knows the rules, evidenced by every security line I have ever experienced. Tell your clients what they can and what they cannot pack in their carry-ons.

6. How to dress for the airport - A great follow-up article to the one previous. If you are leaving your home in Florida for a trip to Hawaii, how do you dress? What is the proper mix between comfort and fashion? How do you dress for the security line so you can dis-robe and re-dress with minimal effort. Do you really want to wear those lace-up boots?

7. How to find the best airline deals - Do your clients know traveling on some days of the week is cheaper than others? Chances are, your clients have never heard of a consolidator, and they think every first class ticket is a full price luxury. Do your clients take advantage of Frequent Flyer programs, loyalty programs, airline lounges? Here's your chance to teach them the ropes.

8. How to travel with children, pets, grandparents - Everyone identifies with the Griswolds and everyone has been on a quest for their own pilgrimage to Wally World. A few tips on planning ahead, frequent leg stretches and bathroom stops can turn the trip from torture to something less.

How-To Cont'd

9. How to use a hotel concierge - Never assume your clients understand even the most basic of travel intelligence. Many people do not know the wealth of services a hotel concierge can provide on the spot. They also don't know the rules of tipping the concierge, so round out your advice with the info they need to be good guests.

10. How to protect valuables when traveling - Advise your clients where to keep their passport and wallet when traveling. Advise them to think twice about taking their best jewelry and how to avoid pickpockets.



How-To Cont'd

11. How to research travel - What? Teach clients how to research on their own? Yes. Look, folks, your clients know about the internet. They are going to research on their own. Doesn't it make sense to show them how to do it well and to provide them with guidelines that involve bringing the results of their search to you for validation and evaluation? Need some more insight on the topic?

12. How to read a brochure - Oh! Look at all the pretty pictures! This is a five star hotel, it says so right here! What does all that small print mean? Explain the fine points of how to read a brochure to your clients and they will be better educated clients for you!



13. How to use ABC Travel's Website - Let's follow up on that last idea with an article teaching your clients about all of the great features of your own agency's website. Show them how to register, how to search through your own private labeled destination guides, how to send you questions and learn more about effectively researching through the tools you provide. Explain the benefits of doing business with you!

Traveling Abroad

14. Using your Embassy when traveling - Ever lose a passport when traveling? I have. Get to know your public servants in foreign countries! There are a wealth of services for situations both great and small. Bonus - write about the Smart Traveler Enrollment Program.

15. Social etiquette around the world - Pick a destination and write an article about meeting, greeting and dining in that destination. Where is it polite to burp after a meal? Where will you be frowned at for pouring wine back-handed or for giving a “Thumbs Up” to the chef?

16. Using Credit Cards Abroad - Ever tried to use your Visa in London and discovered the credit card company won't approve the charge? They want to know you are traveling! Will your credit card work in Thailand? Does anyone still take Travelers Cheques?



17. Eating Street Food - I love this topic. So many travelers are afraid to eat street food. However, some of my own best travel experiences involve street vendors, their carts and the strange delicacies served hot off their griddle. What to eat and what not to eat (hint - stick with hot cooked foods and stay away from salads!).

Technology and Travel

18. Great Travel Technology - I love my iPhone and it is filled with useful travel apps. Chances are, you have favorites of your own. Maybe you should share those finds with someone - like your clients!

19. Skype vs. the Cell Phone - OK, another follow-on article, worthy of separate treatment. Skype has become so sophisticated you can call worldwide when traveling, and receive calls as well, for pennies. And forget your computer, calls can be routed right through your cell phone. Let your clients in on this secret and they will love you for it.



20. Share a Video - YouTube is loaded with great travel content. Share the content with your clients and explain what you find exciting about it. Here is one of my favorites. Let your clients in on the romance, the excitement and the spirit of travel!

Cruising Tips

21. Cruising on a River - Your clients may not know it's possible to see Europe, South America and Asia from a boat! River cruising is hot right now and this would be a good time to acquaint your clients with the possibilities for their next cruise.

22. Considerations for choosing a cruise cabin - Good idea to locate near the elevators? Back of the ship or the middle? Is a balcony worth the money? You probably have your own ideas, but your clients may have no idea! Give them some ideas!



23. Niche cruising - Not every cruise is about 4,000 people on the same ship in the same buffet line. Many people have never heard of niche cruising and don't know about the wonderful variety of options available to them. Here's your opportunity to explain a new way of seeing the world to your clients.

24. Shore excursions - Don't assume your clients understand everything there is to know about cruising! When should they purchase a shore excursion? Should they discuss it with their travel agent? What happens if they miss the boat? What happens if the ship cancels the port?

Traveling 101

25. Traveling Off-Season - Want to beat the crowds, enjoy the weather and travel economically? Try Ireland in September! Almost every destination has a shoulder season offering a real value to contrarian travelers.

26. Travel Scams to avoid - How long is this list? Real long. Don't believe me? Rick Steves' site can provide you with plenty of examples to provide fodder for article after article. Pass them along to your client!

27. Train Travel - One of my favorite things to do is European train travel. Let your clients in on the joy of watching castles and countryside pass by their window while someone else does the driving! Explain the benefits of passes and point to point travel. Take the mystery out of the logistics and you may find you have some new enthusiasts.



28. Understanding tours: Escorted, Hosted and Independent - Your clients may think a “tour” means being on a bus for hours with 80 people they don't know seeing Germany from their seat! Explain the differing type of tours, their demographic and the advantages of each.

29. Essential travel wear - what are the best fabrics for travel? What can you not do without (sunglasses anyone? Hat?) Have you seen those great cargo pants with pick-pocket proof compartments?

Traveling 101 Cont'd

30. Travel Myths - Did you know everyone is traveling cheaper than you? Did you know you can fly stand by for cheaper than buying a ticket? Your cell phone can take down an airplane? Cruises are all-inclusive? Train travel in Europe is cheaper than air travel? Debunk some myths for your clients!



31. Staying Healthy When Traveling - a great follow up to the article above. So what are the best tips for staying healthy when traveling? What can I eat and where should I eat? Can I have ice in my drink? What medicines should I take along? At what point should I consult a doctor? How do I pick a doctor in a foreign country?

32. Staying Safe When Traveling - What are the Do's and Don'ts when traveling? What about hotel safety? New friends? Unattended drinks? Locked Doors? Unfamiliar parts of town? Experienced travelers know the ropes but your clients may not.

Traveling 101 Cont'd



35. Rental Car Cautions - Do you really need additional insurance? What type of pre-ride inspection should you do? How about when you return the car? What gas options are available and what should your clients choose? Is a GPS system worthwhile? These are the types of questions your clients have. Provide the answers!

33. Best Guide Books - Do you have a favorite guide book series? Lonely Planet vs. Frommers? Is there one set of guides good for everyone or does each have its audience. Tell your clients what you prefer and for whom!

34. Traveling with the Gal Friends - Women-only vacations have become increasingly popular. For that matter, so have Guycations! Write an article about the types of pal vacations out there, give a few examples and invite some inquiries!

Unique Travel Experiences



36. Adventure Vacations - Time off does not always mean laying on a beach! When most people think about travel, they think about a destination. A large subset, however, start not with a destination, but with an activity. This topic is a bonus because you can write an entire series of articles about activities and travel: scuba, skiing, hiking, biking...

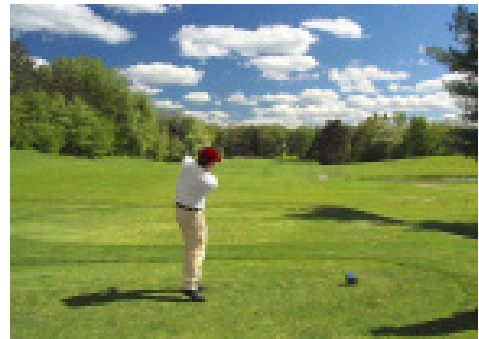
37. Celebrity and Movie Destinations - New Zealand is getting big lift again from Tolkien and Woody Allen has done a lot in the past couple of years for Paris and Rome. Reference the movie in your article and then talk about the sites and the sights, the points of interests, why the location was chosen and the romance of travel. Consumers love movies and celebrities and here is your opportunity to push the romance button!

38. Holiday Travel - Whether it's Saint Patricks Day, the 4th of July or New Years, each holiday brings special travel opportunities and the further out your clients plan, the happier both you and they will be.

Unique Travel Experiences Cont'd

39. Weekend Getaways - not every trip involves a week out of town. In fact, there is a growing trend to three and four day holidays. So where should I go? How should I pack? How can I find the best values? How far ahead should I plan?

40. Festival Watch - There are so many amazing, colorful festivals and events worldwide. Running of the bulls in Spain, Christmas Markets throughout Europe, Carnival everywhere! Three to four months ahead of major festivals write an article and research some terrific values for those wishing to attend.



41. Earning comps in Vegas
- Many people have been to Vegas dozens of times and still don't know how to earn comps. Explain the process to your clients!



Write-ups and Reviews

42. Respond to another article - Pick up a copy of USA Today or other on-line media and find an article you can explain, agree or disagree with earnestly! Offer a fresh perspective to the article as a travel professional. Use other articles as a launching pad for educating your clients. Demonstrate your professionalism and concern for clients' well-being. Explain what the topic means for the industry and why it matters to consumers.

43. Top ten lists - These are always popular. Readers like the Top Ten Caribbean Beaches,Destinations in 2013,Hotel Chains for Business Travelers, All Inclusive Resorts, etc.



44. Surveys - Pick a topic and do a survey with Survey Monkey among your clients! Where do they most want to travel? What is their reason for traveling (relaxation, adventure, education, culture)? Promise to share the results with the group. This article will give you great insight into the destinations and activities most enjoyed and desired by your clientele!

Write-ups and Reviews Cont'd

45. Write up a FAM - Are you taking a fam this year? If so, you have an excellent source of information for your clients. Let them know you personally checked out a dozen hotels in Cancun for them and provide your reviews of each! It is this type of self-promotion that maintains your status as an expert in your clients' eyes.



46. Interview an Industry Expert - Sometime during this year it is highly likely you will encounter an industry expert. Perhaps at a trade show, perhaps at an office event. It may be a BDM for your agency or the owner of the franchise or host agency to which you belong. Tell them you want to ask a couple of questions for an article you are writing and use their quotes to let your clients know you are tied into industry thought leaders.

47. Year in Review - For your last article of the year, review the year in travel and talk to trends and issues that have been relevant to your clients. Project into the future and encourage your clients to communicate with you often and to think of you whenever they think of travel.

Everything In-Between

48. Interpret research from the U.S. Travel Association - Many consumers don't know about the U.S. Travel Association, but the organization conducts research on our industry and promotes travel. Their research is excellent and reminds everyone of how important travel is to the economy. Find a great research article from them and interpret its importance for your clients.

49. Traveling Insured - How many times have you had clients stubbornly refuse travel insurance? We all know the karmic law stating the client who most aggressively refuses to buy a policy is the one most likely to need it. Explain the need, explain the coverage, explain the exemptions and begin training your clients!



Everything In-Between Cont'd



50. My Travel History - Hey, you are the expert here. How did you get into travel? What got you started? What keeps you motivated? What do you love about what you do? Where have you been? What destinations are on your personal bucket list? Give your clients a glimpse at the passion you hold for travel!

51. Explain Value - Your clients think in terms of cost. However, you know what is most important is value. Certainly clients have a budget, but if they are fixated on cost then they will always be looking for cheaper rather than better. Do yourself and your clients a favor and write an article on the how cost is just a component of value and how you work to find great values. Compare and contrast a “cheap vacation” with a great value!

52. Write about a client - Have a client that just had a 50th anniversary? That's a story. A client that just completed their 10th cruise? That's a story. A client that went to Norway to research their roots? That's a great story. Interview the client and demonstrate the great travels they have accomplished under your guidance.