

# How to get your news published in

## SOUTHERN AFRICAN **TOURISM UPDATE**

### NEWS WE CAN PUBLISH

The question our journalists ask when assessing whether to cover story is: **“Will this news have an operational impact on our audience of inbound tour operators?”** If the answer is yes, then the news will probably be covered in Tourism Update.

Relevant product news includes:

- new hotels/ lodges;
- refurbishments to existing properties;
- new tourist activities;
- appointments;
- new services for the sector;
- innovative packages;
- the launch of tourist routes;
- changes at tourist attractions.

We are always interested in receiving authoritative comment on industry trends.

There are several ways of ensuring your news hits the top of the pile:

- Include relevant photographs with your press release;
- Provide captions for the photographs;
- Add a short synopsis within the email or press release to provide the journalist with a snapshot of what is in the release;
- Include contact details so that journalists can follow up to get more detail when required;
- Contact us to brainstorm angles that will be of relevance;
- Begin your press release with the most newsworthy information;
- Keep it short and simple.

### NEWS WE CAN'T PUBLISH

If the news isn't of interest to our primary readership of inbound tour operators, we will not be able to feature it in Tourism Update.

The types of articles we can't feature on our platforms include:

- Most awards
- Specials
- Profiles of industry players
- Celebrity visits
- Competitions
- Event calendars
- The opening dates of seasonal camps
- One-day events

### FAQs

#### How many words should my news submission be?

All submissions will be edited according to Tourism Update's style so there is no fixed word count but the general rule is the shorter and more concise, the better. Please feel free to send your news through in point form, our journalists are happy to rework this into an article that ties in with the style and tone of the publication.

#### What are your requirements for photographs?

Picture dimensions should be at least 820 x 410 pixels, and should be clear.

#### When should I expect my news to appear?

Each day's headlines are assessed on a day-by-day basis. If a story breaks late in the afternoon, it is possible that less time-based news stories will be pushed back. For this reason, it is very difficult for journalists to guarantee a date of publication. If your news requires urgent action from our readers, it's best to send through the press release as early as possible to ensure it gets covered in time.

#### Do I have to advertise to get my news published?

No, although prominence and priority is always given to advertisers. However, if your story is newsworthy and will have an operational impact on the inbound travel trade, it is likely that it will be included as a news item on one of our platforms.

#### Will you review my property?

We do not include reviews on Tourism Update.

#### I don't have any news but want some editorial exposure – are there any other options?

Yes, there are a number of ways to get exposure;

- By commenting on a new item as an interested party or expert.
- Columnist offer an opportunity for the author to be seen as an authority and by association a brand.
- Sponsored content allows business more flexibility with regards to editorial. The content must still be relevant to our readers, however there is more latitude. We would allow for most of the content that is outlined in 'What we don't cover'. The editor has final say on the parameters of coverage.

#### Column do's and don'ts

- Columns should offer insight for the inbound tourism industry and opinions on current issues.
- They should be 500 to 1000 words.
- Columns should not be used to promote the author's products and services and therefore the products and services should not be mentioned in the column.
- Columnists need to ensure that they are reliable and meet deadlines.
- The column must be original content and can only be repurposed a week after publication in Tourism Update.
- Tourism Update reserves the right to edit columns according to the publication's style.

**Get in touch to find out what we're currently working on and how you can contribute.**

**Send editorial submissions to [editor@tourismupdate.co.za](mailto:editor@tourismupdate.co.za) or phone us on +27 (0)11 327 4062.**

# About Southern African Tourism Update

An online news resource for the inbound tourism industry, covering breaking news and opinion. The site serves as a comprehensive source for anything you need to know about tourism in Southern Africa and East Africa. At least seven relevant articles are featured on a daily basis. These are also emailed to our highly engaged audience who interact with us by adding their comments and insights to news items of interest. Over 37 000 users came into the site in September 2017 and 67% were returning visitors.



## Daily News

Tourism Update remains is the most credible and visible independent source of information on industry issues and tourism, destination and product news. Sent out to approximately 13 000 email addresses daily, the news headlines drive the majority of the website traffic, which regularly gets over 2 500 readers a day.

## Features

Focusing on highlighting either a destination or theme in more detail, features are produced weekly. Normally consisting of between three to six articles they will explore issues arising, news and trends around topics in more detail. Features are promoted in the news, pinned to a prime position on the website and are archived for reference.

## Columns

We are fortunate to be part of a vibrant, engaged and passionate industry. Our columns allow experts to discuss specialist issues in-depth and submit their opinion for examination. We aim to publish two columns a month. These are promoted through the news and are prominent next to articles on the website.

## Jobs

Our jobs section offers the inbound industry a niche space to put their job placements. This too attracts as strong focused audience.

