



Our Guide to Writing a Guide

(hmm, we may need to work on that title.)

A little background...

Adventure Travel Co has had enough of reading the same guides and articles online. Guides and articles that are mass produced by individuals who have never been and will never go on those adventures. That is why you are reading this:

- **You understand** what we class as an '**adventurer**'
- **You** know what a real **adventure** involves
- **You** run the **experiences** people want to hear about

Those of you reading this are best placed to share your passion with thousands of other adventurers. The content we want you to write comes from your extensive knowledge, experiences and, most importantly, it comes from the true **adventurer** in you.

Follow these step-by-step guides and write stuff that gives people goose bumps.

Thanks for helping us keep true to our mission.

The Adventure Travel Co Team

Adventure Guides by adventurers, for adventurers.



Adventure Guides

Up to 500 words

The Adventure Guides are really what differentiate Adventure Travel Co from other travel guides. What should come across is a travel company's passion for the adventure. Many of you will only offer a handful of activities in a specific destination so it's essential to show your enthusiasm for those adventures. It's your back garden, so tell everyone why it's amazing.

Why that destination is good for that activity

The beauty of adventure travel and part of the reason behind it's explosive growth, is that there are always ideal places to do specific activities. The beginning of these guides needs to shout about why this destination is ideal for this activity. Talk topography. Talk climate. Talk about what makes it great.

Locations

Within your destination there will be very specific locations where an activity will be most fun or most challenging. Talk about the best places for novices all the way up to experts.

Experiences

If you run Safaris in the Serengeti, there will probably be experiences that a prospective client shouldn't miss, like a crocodile chomping on a wildebeest. Talk about the experiences. Build up the energy so your readers are hungry for the next paragraph...

What you can offer

Up to this point, you have been building the interest and excitement around the adventure. Now it's time to convert that into a sale; talk now about why your business is ideal for the user.

If you have been operating for 25 years put it down, if you have great ratings on TripAdvisor put it down, if National Geographic have awarded you with a Best Adventure Travel Companies On Earth award put it down!

Your photos and video will be shown on the page, really giving users a feel for your company's adventures. Along with your logo in the top left of the page a user will be much more likely to associate that adventure with your business.

Mentioning your business earlier in the text will devalue your offering. It needs to be a solution to a requirement that you build throughout the article. Catch them when they're hungriest!



Destination Guides

Up to 500 words

Our destination guides are there to give users a flavour of that location. Their emphasis is on what the destination can offer adventurers. Specific destinations are best for specific activities.

Destination guides consider the following:

Geography

Draw an imaginary picture of the destination for people to absorb and remember.

- Is it flat or mountainous?
- Is it hot or cold? How hot or cold is it?
- Is it mainly sandy, muddy, snowy or a mixture of all three?
- Rivers? Lakes? Mainly beach?
- Does it rain all day or are there 300 clear days a year?

Obviously every destination is different so try and express that in your description... one desert is not the same as another.

Adventures

Once you've built an image of the destination in people's minds, they'll want to know the adventures best suited to those conditions.

- If it's hot and sandy talk about the various desert adventures to be had.
- If it snows all day talk about the skiing or dog-sledding you can do.

Remember, these adventures will sound exhausting to a lot of people, so make sure you mention local customs which make the whole thing worth while. Freshly cooked food next to a log fire at the end of the day is always a favourite!

Top Spots

If your guide is about a country rather than a specific area this section may be a little tougher. Based on the adventures you've mentioned above, list and describe the top 5 spots for doing them.

People

Destinations are about people as much as geography. Briefly talk about what sort you can expect to meet.

You

Try to stay away from the offerings of your business until the last paragraph. You want to wet people's appetites and then offer them a service, not force your products in every sentence.



Activity Guides

Up to 500 words

Our activity guides are intended to give our users an introduction to a particular activity. The point of the guide is to explain to prospective adventurers what's involved in terms of equipment, safety, disciplines and required fitness.

The Opener

Give your readers something extraordinary to start with. For example, "Did you know.." You can even go into the origins of sport.

This will engage them and assure concentration for the rest of the article - particularly to the point where you mention the benefits of your product!

Disciplines

Most activities have disciplines, variations or specialist areas. For example, mountain biking can involve cross country, downhill, free-ride, all mountain... the list goes on. Break these down for the reader and order them in terms of energy required and adrenaline levels produced.

Required Fitness

Following on from Disciplines, it's certainly worth talking about what kind of fitness the activity requires. Train Tours will be different to Rock Climbing, for example.

Equipment

For most sponsors, this will be the most important paragraph, it's an opportunity to talk about what's required and how your company can provide a solution. By this point of the article, your product may be the missing piece of the user's kit list. If applicable, mention any awards it has received.

Safety

Finish on some useful advice for the user. Different activities have different standards. Mention the accreditations, memberships or qualifications that the user should watch out for before booking a trip.

