

**Experience Native  
America Along the Trail**

**Lewis and Clark  
National Historic Trail**



**AIANTA**  
American Indian Alaska Native  
Tourism Association

## **Submission Tips for [NativeAmerica.travel](https://NativeAmerica.travel) and [LewisAndClark.travel](https://LewisAndClark.travel)**

### **Submitting Copy:**

Our senses help define our experiences and memories. The way something looks, sounds, feels, tastes, and smells makes us want it, and remember it. Travel copywriters focus on sensory stimulation to catapult readers into another world. Describe your landscape and community in vivid detail.

How would you imagine a trip to the Hawaiian Islands? A writer may focus on the sweet tropical juice of local pineapples and coconuts, creating a sensual delight based on flavor and aroma. Consider a description about endless miles of white, silky sand with waves lapping at the shore as seabirds call to the golden sunset. Readers visualize the sunset with the feeling of sand beneath their feet as they listen to the call of native birds.

A travel copywriter also shares ways travelers can engage in social activities during their trips. Writing about specific opportunities is a way to position a travel business as a respected authority for travelers who are looking for a good time with like-minded adventurers.

Describing local culture and all it offers inspires travelers to plan unexpected trips. People are often unaware of everything a destination offers, including the friendliness of locals who are ready to welcome them into their world. The sights, sounds, and flavors will be indelibly etched in the memories of travelers who had immersive experiences.

### **Quick tips:**

- Submit a minimum of 300 words of copy.
- Create a compelling description to make your destination stand out.
- Emphasize what makes your destination unique. Differentiate your destination from others.
- Use a strong voice and give your writing some character. Make the tone match the destination, and write as though you were describing your destination face to face with a potential visitor.
- Create a compelling rhythm in your paragraphs by changing it up with one, two or three sentences at a time. Don't shy away from one sentence paragraphs.
- Lengthy paragraphs are hard to scan. Keep each paragraph to a maximum of three to four sentences. Long paragraphs don't work online—blocks of text are hard to navigate and read.

## Some Do's and Don'ts

- **Provide a strong sense of place:** Give readers a full sense of your destination—the sights, sounds and smells. From just a few sentences, your writing should be able to take them to the place in their mind. Tell the story through the eyes of a visitor. What can guests expect when they visit? Their experience and mindset may be different than that of the locals, since it's all brand new to them. View your destination through fresh eyes to really let them know what they can expect.
- **Focus:** Narrow in on things that are specifically and solely your destination. Everyone knows the basics of a beach: soft sand, pretty water, big waves. Skip those assumed attributes, and focus on the ice cream stand at the end of the beach that has been serving sweet treats to beach goers and their dogs for thirty years.
- **Don't use Jargon & Buzzwords:** Stick with standard speak so that everyone understands what you're describing. Try to stay away from using current buzzwords.
- **Don't be vague:** Details and specifics are critical. Whenever possible, add more "decoration." Stay away from words that are ambiguous such as "experience." Keep asking "what?" or "how?" until you can come up with a more descriptive verb. Choose to describe *one thing* instead of listing *everything*.

Like this: Kayak through a channel of sparkling green-blue water as the sun peeks through the trees and warms your face.

Instead of this: You can hike, bike, jog, or walk along thirty-seven trails.

Try this exercise: Read your submission but replace the name of your destination with another. If the rest of the description still works, add more details.

- **Don't hold back:** Your writing doesn't have to be stuffy. Consider writing the most outrageous copy you can, and then scaling it back from there. Share your destination's quirky fact or festival. Whatever makes your destination weird or offbeat is most likely your greatest asset and point of difference.

**Before submitting, review, proof, and edit one last time. Remember, you can always change your online copy, but it's best to proof as carefully as possible each time you submit.**

## Submitting Photography:

A great travel picture tells a story. It connects your audience to the scene in your composition. It engages a viewer's imagination, stops them for a moment, and has a magnetic pull that draws their attention. Consider the story that you want to tell. Is it about a person, a place, a thing, or is it a combination of all three, delicately balanced with precise composition and exquisite lighting? The images you submit are a reflection of your destination or business. This is often your first impression—put your best foot forward!

If you want to feature your restaurant, take a few shots of your signature dishes. If you have an annual event, take some photos of unusual events and people having fun. If your tribe is known for its arts, share some images of the art or artists creating their works.

Share your cultural heritage. Photograph displays of art or cultural items in public areas. Showcase public art sculptures or art. For in-depth travel photography tips, Nat Geo has some excellent information on their website. You can access it at the link below:

<https://www.nationalgeographic.com/photography/photo-tips/travel-photography-tips/>

### Quick tips:

- Submit proper size and resolution (specs listed below).
- Submit several “people shots” to emphasize fun, learning and adventure.

### Photography Specifications:

- Upload images of your destination, local landscape or business.
- Minimum size: Width 600px.
- Maximum size: Width 1200px
- Resolution: 72 dpi
- Maximum file size: 500kb
- Add caption and/or photo credit

### Video Specifications:

- Videos make strong impressions and provide the opportunity to tell your story in greater depth. Submit a link from your YouTube or Vimeo channel. If you don't have one of these channels, a link can be provided in order for the video file to be uploaded to us.

### Some Do's and Don'ts

- **Cultural Material and Artwork:** Share what makes your destination or business special, including any works of art, crafts or decorations. Photography is a visual medium, so show off your cultural creativity!
- **People:** Include shots with people whenever possible. Potential visitors connect with people in photos, and provide the “I want to be there” connection.
- **Don't submit without permission:** Always obtain permission and/or photo releases for all photography before submitting.

### Questions?

We're here to help! Please feel free to reach out to one of our team members for support and help.



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