

How to get your news published in

DAILY SOUTHERN & EAST AFRICAN TOURISM UPDATE

NEWS WE CAN PUBLISH

The question our journalists ask when assessing whether to cover a story is:
1) is it current? (i.e. happened recently), and
2) **will this news have an operational impact on the inbound tourism industry?**
If the answer is yes to these questions, then the news is likely to be covered in Tourism Update.

Relevant product news includes:

- new hotels/ lodges;
- major refurbishments to existing properties;
- new tourist activities;
- industry appointments and community news;
- 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:

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

NEWS WE CAN'T PUBLISH

If the news isn't of interest to our primary readership or is old news (did not happen within the past two months or so), we is not likely to feature in Tourism Update.

The types of news we don't use is:

- Most awards
- Specials
- Profiles of industry players
- Celebrity visits
- Competitions
- Anniversaries
- The opening dates of seasonal camps

FAQs

How many words should my news submission be?

All submissions are subject to editing processes so there is no fixed word count, but the general rule is the shorter and more concise, the better. News may be submitted in point form.

Will I get to approve copy before it is published?

No. Our editorial is independent and at the discretion of the editor. Our professional journalists and editors take great care to ensure the accuracy of our reports. Where the editor feels the subject matter is of a particularly technical nature, copy may be sent back for fact checking purposes.

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 line-up is dependent on the news, what is most current and relevant to our audience. It is difficult for journalists to guarantee a date of publication. Hard news is prioritised over soft, promotional news and, particularly where we are given the "scoop", these stories are likely to be given prominence.

Do I have to advertise to get my news published?

No, if your story is newsworthy and will have an operational impact on the inbound tourism trade, it is likely to be published. When it comes to promotional news, priority is given to advertisers.

I don't have any news but have valuable insight into industry matters – how can I share this?

By emailing editor@tourismupdate.co.za or phone us on +27 (0)11 327 4062. We encourage members of the tourism community to send us letters to the editor and share their comments, thoughts, tips for the trade, headaches and more with us. This may be followed up as an article, appear as a letter to the editor, or used as an opinion piece in the form of a column.

I would like to submit a column for consideration.

How do I do this?

Columns should offer insightful or educational opinion, targeted at the inbound tourism industry, on current issues. They should be no longer than 800 words. Columns should not be used to promote the author's products and services. 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. The column will be subject to editing processes.

I want my news / PR to appear without changes, on a specific day. Is this possible?

You can have your news or content published in Tourism Update in the form of advertorial. This paid for option allows you to control how and when content is published. You are able to submit copy, which we can assist in editing, and have it approved before it is published. The paid for article will appear in our newsletter, with the label "sponsored", on the date of your choosing.

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 or phone us on +27 (0)11 327 4062.

www.tourismupdate.co.za

About Southern & East 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 25 327 users came into the site in July 2021 and 69.7% were returning visitors and 30.3% new 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 13 500 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.

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.