

MEET THE FEATURES TEAM



ABRA DUNSBY
Acting features editor
adunsby@ttgmedia.com
+44 (0)20 3714 4112
@AbraDunsbyTTG



CHARLOTTE FLACH
Acting deputy features editor
cflach@ttgmedia.com
+44 (0)20 3714 4113
@Charlotte_Flach



ANDREW DOHERTY
Senior features reporter
adoherty@ttgmedia.com
+44 (0)20 3405 6526
@Andrew_TTG



BUSINESS ADVICE

This section of case studies and expert advice gives business-building ideas and guidance to agent readers. Most leads for this section come from supplier sales teams tipping us off about interesting agents they have come across and interesting ways in which they are working with agents. This section covers the following topics:

MARKETING



Angles include advice on improving in-store marketing, advertising, digital marketing and client events. We also profile heads of marketing and cover marketing events.
Contact: Abra, adunsby@ttgmedia.com

SUSTAINABILITY AND RESPONSIBLE PRACTICES



Advice on how to operate more responsibly. Case-study led. Will sometimes cover what other suppliers are doing in the responsible business/sustainable tourism sphere.
Contact: Abra, adunsby@ttgmedia.com

SALES AND CUSTOMER SERVICE



Covers consumer buying habits, overcoming objections, selling to niche markets, sales tools and body language. Largely comprises case studies and expert advice.
Contact: Charlotte, cflach@ttgmedia.com

TECHNOLOGY



Angles include GDS/booking platform news, new apps, social media insight for travel sellers, agencies using technology innovatively and heads of technology/digital marketing profiles.
Contact: Andrew, adoherty@ttgmedia.com

CAREERS AND RECRUITMENT ADVICE



Includes tips from experts, coverage of careers fairs, apprentice schemes and travel and tourism courses.
Contact: Charlotte, cflach@ttgmedia.com

LEGAL AND HR SOLUTIONS



Draws on the expertise of accountants, lawyers and HR professionals to help readers run their businesses efficiently and keep within the law.
Contact: Abra, adunsby@ttgmedia.com

AGENT PROFILE



A light-hearted Q&A with an established high street or homeworking travel agent, with set questions.
Contact: Abra, adunsby@ttgmedia.com

REP PROFILE



A light-hearted Q&A with an established business development manager for a supplier, with set questions.
Contact: Andrew, adoherty@ttgmedia.com

ON OUR RADAR



A page that shines a spotlight on a lesser-known destination. The coverage is often the result of a TTG journalist attending a tourist board event or conducting a tourism director interview.
Contact: Abra, adunsby@ttgmedia.com



ABRA DUNSBY
Acting features editor
adunsby@ttgmedia.com
+44 (0)20 3714 4112
@AbraDunsbyTTG



CHARLOTTE FLACH
Acting deputy features editor
cflach@ttgmedia.com
+44 (0)20 3714 4113
@Charlotte_Flach



ANDREW DOHERTY
Senior features reporter
adoherty@ttgmedia.com
+44 (0)20 3405 6526
@Andrew_TTG

FEATURES

The features list is online at ttgmedia.com/advertising/media-packs. Please contact Abra to receive a synopsis for a feature six weeks ahead of the publication date. We keep a spreadsheet of key contacts for every feature area and try to send the synopsis out when it's ready. If you'd like to be added to the list, tell us which feature and for which client. If you don't receive a synopsis, do ask - sometimes we might have little space for additional news so we don't actively canvas for more.

COLOUR FEATURES



Our journalists frequently travel to write product and destination features, so we're keen to receive press trip invites. Setting up a bespoke trip where we'll get exclusive angles for our readership can sometimes be preferable to a group press trip. Images are

extremely important, so please do bear this in mind. Colour pieces include a Smarter, Better, Fairer box, with selling tips and responsible practice advice for agents.
Contact: Abra, adunsby@ttgmedia.com

THEMED ROUND-UP PIECES



These round-ups will relate to the features list. Examples of themes include single-centre rail journeys for a Rail Travel feature and the latest hotel openings for a Greece and Cyprus feature. Each entry will include information, a

useful quote from a product manager or similar and a trade bookable package, as well as high-resolution imagery.
Contact: Abra, adunsby@ttgmedia.com

Q&A



An interview with heads of tourist boards, chief executives or supplier sales directors, tied in with a relevant feature. We also run more light-hearted Q&As with travel industry personalities, especially those with unusual or interesting roles e.g "a director of romance", a conservationist or a celebrity with a travel hook.
Contact: Abra, adunsby@ttgmedia.com

HOT LIST



We save space for news snippets in our product and destination features, but they need to be recent announcements (i.e. released 2-4 weeks before publication date for that feature) and not already covered by the news team. Also includes agent offers. Attaching a couple of eye-catching, high-resolution pictures is essential.
Contact: Abra, adunsby@ttgmedia.com

3 NEW



A page highlighting three new products, with bookable packages for each. Previous examples include "3 new female-only tours" in a Touring and Adventure feature and "3 new quirky accommodation options in New Zealand" in an Australasia feature. Each entry also requires expert comment from a product manager or similar.
Contact: Abra, adunsby@ttgmedia.com

POSTED PICTURE PAGE



A page depicting travel agents out and about at events. Please submit photos of agents and agent-facing events (that do not conflict with our own). Images must be high-resolution, and we will need names and companies if there are four or fewer people in the picture.
Contact: Andrew, adoherty@ttgmedia.com

24 HOURS IN



This feature will largely be written by in-house journalists and freelancers who have attended a press trip and spent time in a particular destination. The feature is divided into six different time slots and generally includes a call to action from a tourist board or trade-friendly tour operator.
Contact: Abra, adunsby@ttgmedia.com