

# trivago Magazine Writers Guidelines

## About

trivago Magazine is an online magazine for hotel and travel lovers, by hotel, and travel lovers. These guidelines provide a general introduction to a strong, distinctive and powerful brand expression.

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**Our stories:**

**Showcase the most  
worthwhile experiences  
in destinations both at  
home and abroad.**





**Our stories:**

# Connect every kind of traveller to their ideal accommodation.





**Our stories:**

**Inspire readers to travel  
often and make the most  
of every trip.**





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## Submissions

# Keep it simple.

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- ✓ Follow AP style
- ✓ Submit as Google doc with share settings set to "Edit"
- ✓ Use Times New Roman 12-point font
- ✓ Keep your copy single-spaced, without paragraph indents
- ✓ Include an author bio (50 words) and headshot with your submission.

Copy guidelines

# Important Stuff...

## Hotel Selection

This is the central element to your story; choosing inspiring hotels will determine the success of your article. Ask yourself, as a reader clicking through to this hotel on trivago: would you book it?

- The hotel must have:
- Prices shown on trivago for multiple dates
  - A good selection of high-quality images on the trivago listing
  - A green user rating of 7.5 or higher

*Not sure your chosen hotels fit the bill? Feel free to send the trivago links over, we are happy to double check them before you start writing!*

## Hotel Description

Feel free to let your personality shine through; remember, you are writing as you, not as trivago! We want details above and beyond the hotel amenities. Did your kids love big squishy beds in the family suite? Did the homemade croissants at breakfast set you up for the day? Did the owner tell you a fascinating story about the hotel's interiors? Whatever made your trip unique, we want to hear about it!



## Copy guidelines

# And don't forget about...

### Keywords

Weave your keywords throughout the article. They should naturally come into both the first paragraph and the hotel descriptions.

### Originality

You can include a bit of “touristy stuff” in your stories, but we are especially looking for unique, off-the-beaten-path suggestions. Showcase your local expertise, not your ability to use the internet.

### Detail

Your favorite dish on the menu (and why?), what’s packed in your purse, the sights, smell and tastes of the city – it’s the little details that bring travel writing to life. Let’s hear about the little anecdotes that made your visit from the story the shopkeeper told you, to the reason why you’ll take the wooden

### Additional Sources

Take your story to the next level with compelling quotes from relevant sources. Whether it’s the owner of the coffee shop you’re recommending or another expert traveller, utilize other perspectives. Include links to any mentioned businessesfishing boat over the regular ferry next time.



Copy Guidelines  
Continued

# Stories we don't love...

## The hotel has 104 rooms over 6 floors

We don't need to know the hard facts for each hotel. And we don't need a list of all the basic amenities. Keep to the details that are relevant to your topic and weave them into your storytelling. And if the hotel is one of convenience, that's also okay! It can still support an amazing travel experience in many ways; this is where your creativity comes in.

## Beautiful, Amazing

Bland, overused words. These are a dime a dozen in travel writing, so challenge yourself to find other, more specific ways to express your ideas.

## Where/were/wear

Silly grammatical and spelling mistakes. Run your work through a spell check before submitting it.

## WTF LMAO

Abbreviations. Spell out numbers under 10, spell out time increments like minutes and seconds, etc. When in doubt, spell it out.





Photography style

Keep it authentic.

- ✓

**Do's:**

  - feel real and natural looking
  - show a story
  - draw readers into the moment
  - high-quality, something a destination would use to promote themselves
- ✗

**Don'ts:**

  - color filters
  - posing
  - staged, artificial composition



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## Image logistics

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# Keep it small (and legal).

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- ✓ Landscape photos should be at least 1920px wide. Portrait photos should be at least 1080px wide.
- ✓ File size should be under 200kb. (You can resize easily using [this site](#).) Use file names that make it clear what it is, where it was taken and who the photographer was.
- ✓ External images must be cleared for commercial use on all Room5 distribution channels (blog, paid social media promotion, email newsletter, press releases).
- ✓ Send the links that correspond to downloaded images.



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## Invoices

# Let's talk numbers.

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Please send your invoice via email as a PDF and include the following info:

- Full Name
- Billing Address
- Telephone Number
- Bank Details - including IBAN & SWIFT
- VAT ID / Tax Number
- Article Name
- Amount Due (in Euros)
- trivago's Full Address:  
trivago N.V.  
Kesselstrasse 5-7  
40221 Düsseldorf

## Impress and contact

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## Have your own idea?

# Pitch us.

Use our search bar to read all of the Magazine content on your proposed destination to be sure we have not already published a similar piece.

### Think you have something good?

Send over a brief story pitch to:

Partnerships: Eleanor Kutylowski (eleanor.kutylowski@trivago.com)

Be sure to include:

- Your specific angle and the “why now?” (This should be more specific than “there’s a new interest in tourism here”)
- Why you’re the best writer for the job (Do you currently live there? Are you a topic expert?)
- A suggested target audience (Who will care about this story?)
- trivago links to the properties you plan to include
- Your desired timeline
- And finally, remember: your pitch should be both inspirational and accessible for readers in your locale