Meet the travel content writers driven by data

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For immediate release,

February 9, 2023: In these post-pandemic days, the travel industry is undergoing a rebirth. And with a skilled pen and an eye for excellence, the international travel content creator Contese agency is empowering global brands to reach more travellers as the world begins to travel again.

After the experience of recent years, people are seeking new holiday experiences that are unique, diverse and more adventurous than before, and they are looking for that holiday online. As the world reopens, travel brands need to be able to connect with this new, bigger, and more driven audience.

Combining senior travel journalistic experience with a team of high-quality travel writers, SEO experts, and a love for creating immersive reading adventures to help travel brands worldwide increase brand engagement and awareness and appear in search engine results pages, all with the mission to grow their bottom line.

Combining SEO for travel with a dash of wanderlust, Contese empowers brands worldwide.

Contese Agency gets ahead with a data-driven philosophy.

As a travel content creation agency, the experienced travel team at Contese travel writers unites creativity and extensive travel industry experience with robust data and thorough research, providing content that ignites passions while providing the need-to-know facts. By incorporating in-depth market research and a strong SEO strategy, Contese creates content that hooks the reader, generates leads and communicates the brand's unique attributes.

Headed by SEO specialist Joe, lead storyteller, and former newspaper travel editor Sarah Gordon, this winning combination has seen Contese, the agency working internationally with brands who want to enhance their online presence. Their powerful words and vibrant imagery keep the audience coming back for more.

Contese agency travel content writers strike a fine balance between selling a destination and the travel company's services, immersing the potential customer in a world of rich cultures and adventure while also telling them how, when, and with whom to experience these dazzling destinations.

Why content writing for travel converts

With all the new demands from holiday seekers, the growth of Airbnb, and the doubt some travellers still feel post-Covid when confirming a booking, having excellent travel writers on their side helps brands stand out from the competition. Whether providing optimised website content for a rebranded hotel, inspirational articles for in-flight magazines, blog posts to boost traffic or social media posts to enhance connection, Contese has a team of experts that can tackle all types of travel writing.

Writing about travel means transporting the reader to a new world, tempting them with the inspiring sights, tantalising smells and curious sounds they'll find there. It's about fascinating new destinations, memorable evenings, and assuring the audience, they can fully relax far from home, with no doubts left on the table. Successful travel writers create a film script that the audience will direct, and answer all their questions simultaneously.

Because even in the age of Instagram, words still have power. However, many beautiful photos are posted, no matter the elegance of the facilities or the decadence of the cuisine, travel companies can't get far if they aren't reaching their target audience.

This means the audience must be able to find the company, and then the answers and inspiration that will convince them to make a booking. Key facts should be provided, along with the confidence needed to convert that interest into a booking. While the photos provide inspiration and wanderlust, the words convert.

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Storyteller Sarah Gordon explains that this delicate balance between painting a picture and selling a holiday is complex. In her 15 years as a travel editor for major brands such as MailOnline and The Telegraph, she knows how to strike the right balance.

Over 90 per cent of travel websites don’t receive traffic from Google

For companies with a weak online presence, travel content creation becomes yet more important. Having a limited online presence means weaker lead generation, lower conversion rates, and a smaller ROI. By optimising a travel website with SEO-driven content, a company can quickly increase its visibility and find a new audience of global travellers.

SEO specialist Joe says: ‘In today's online environment, content marketing is a necessity if you want to succeed in the travel sector.‘ However, it’s not as simple as sprinkling keywords throughout a landing page or blog post.

A good travel writer begins with in-depth research about the target audience, weaves it into powerful quality SEO-optimised writing, and keep readers engaged with in-depth answers and advice.

The secret to travel brand success

Founded by an SEO professional and an experienced travel editor, Contese has the skills and experience any travel brand needs.

Founder and travel expert Sarah Gordon says: ‘Travel writing is one of our favourite services, offering a world of opportunity to connect with consumers and inspire them to take action.’

Contese agency travel writing services centre around three core pillars that have helped them find success with a range of clients worldwide, from five-star luxury hotel brand Ikos Resorts to the intimate and romantic lodgings at Bainland lodge retreat.

The first port of call is the brand strategy, establishing a strong vision and a consistent tone of voice. From inspirational brand stories to the perfect luxury travel logo, Contese agency enhances brand perception and recognition.

The next step is to help the refreshed brand connect through content marketing. Here, the team combines data research, the perfect travel SEO keywords and a laser focus on conversions to hook a new audience.

In the editorial department, Contese agency uses years of experience writing for popular newspapers and travel magazines to create beautiful travel content that goes beyond borders.

Under these three pillars, Contese agency provides various services to help forward-thinking travel brands succeed.

- Travel branding strategy
- Logo and brand identity design
- Email marketing campaigns
- Website content
- Blog posts and
- Social media content
- Travel article writing for in-depth articles
- Brochure content
- Online Press releases
- Travel content ideas
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Contese agency travel writing services

Contese agency unites editorial expertise, marketing know-how and SEO for travel to help travel companies connect. Through this creative, concise and clever content, **Contese agency has received an overall review score of 4.9 with 1,100 projects completed-**

Find out more about their travel writing at Contese.co

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