



Making the Pitch
with Caroline from the UK Office

The Basics...

- *Know your Audience*
 - Who are your ideal target demographics?
Ages/Interests/Incomes
- *Know your Media*
 - What is your traveller reading/watching?
- *Know your Journalist*
 - **This is the BIG one!**

Seeking Genuine Guidance

- **Wanderlust** – the country’s premier travel magazine, has seen a significant uptick in its print circulation with the magazine now available in retail outlets across 70+ countries.
- Claire Irvin, Head of Travel - **The Times & Sunday Times** *"with over 100 pages (per month) to fill, Travel print pages are going up. Although we are digital first, we are finding print is going up due to the tangible, accountable, trust of print content"*.
- Uwern Jong, Editor in Chief – **Out There Magazine** *"We treat digital as our 'shop window'. Our audience look at the website and then want to buy the magazine at £20 per issue!"*
- **Sainsbury’s Magazine** still credits its print reach higher than its digital. Stats show the digital and social audience for Sainsbury magazine running at 1,022,700 total monthly audience versus their print audience of 1,430,000.



Who is going to do it...

Who will best tell your story?

- You!
- Us!
- The Journalist!
- AI?



Who is going to do it...

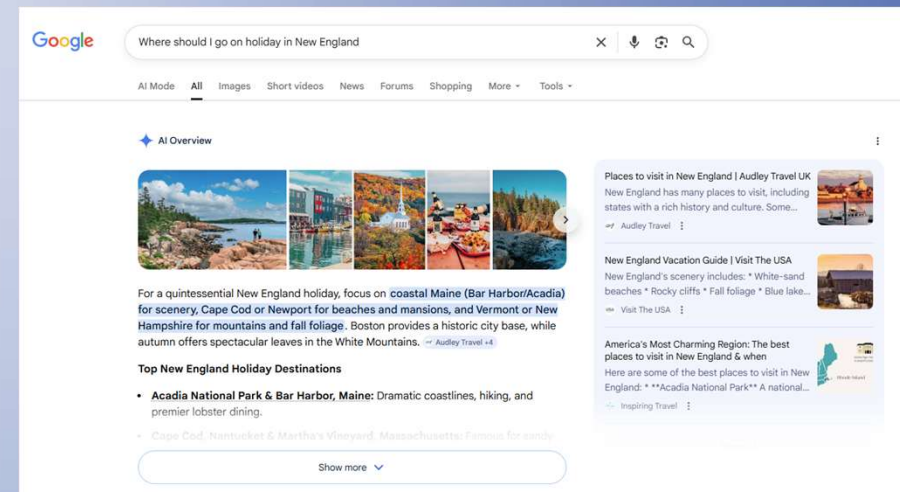
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Feeding the Machine... Let's talk about AI

- **Press Releases**
 - Worth the paper they're written on?
- **Website**
 - Blog on! (Regularly)
- **Email**
 - Top travel writers and editors get up to 400 emails a day – summarize the interest in the title and first two lines. You have about 2-5 seconds on an email to attract interest!
- **Listicles**
 - These are largely generated by AI from scraping reviews etc now so ask for review and stay active online
- **Journalists** are for long form first person features now – Trusted/Tangible/First Person long dwell engagement



Some Trending Ideas

New Takes on Old Classics
(lesser-known or surprising angles)

Literary Tourism

Slow Travel / JOMO

'Live Tourism'
(Festivals, music & sporting events)

New England Icons
(Great outdoors, food and history)

Unique Experiences & Classic Americana
(Lighthouse stays, etc)

Solo Travel

Authenticity and Local Experiences:
(indigenous and migration stories)

Off the Beaten Track:
(Meeting the locals)

Road trips
(e.g. Scenic Byways)

SetJetting

Rail Travel

Your Message Here...

The Telegraph News Iran crisis Sport Business Money Travel Tools Opinion Ukraine Health Recommended Lives

TRAVEL

Travel > Worldwide > North America

New England's old money flocks to Nantucket in summer – but they're doing it wrong

This pretty little island is lovely in the warmer months, but it gets even better after the crowds have left

Anna Selby
Travel Writer

Anna Selby has been a journalist for 30 years, covering travel, health, interviews and general features for all the UK's broadsheets and now principally for The Telegraph. See more >

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X f s e



The present tower of the Brant Point lighthouse was erected in 1901. Credit: Chris Hackett/Tetra images RF

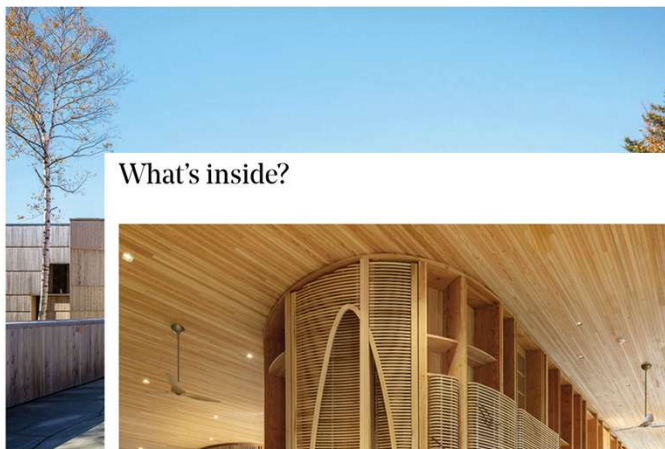
Northeast

There's a region defined by its coastline, its delicious seafood, its historic cities, and its vibrant culture. From the bustling streets of New York City to the quiet charm of New England, the Northeast offers a diverse range of experiences. Discover the best of the Northeast, from the iconic Statue of Liberty to the scenic beauty of the Adirondacks.

City	Key Features
New York	Statue of Liberty, Central Park, Times Square, Empire State Building
New Jersey	Liberty Bell, Statue of Liberty, Garden State Parkway
New England	White House, Old State House, Paul Revere House
New Hampshire	White Mountains, Lake Umbagog, Cannon Mountain
New York State	Statue of Liberty, Central Park, Times Square, Empire State Building
New Jersey	Liberty Bell, Statue of Liberty, Garden State Parkway
New England	White House, Old State House, Paul Revere House



What is the Tekəkwipimək Contact Station?



What's inside?



The cedar building was designed to blend in with the woodland surroundings (James Florio)

Wanderlust

UNITED STATES - CULTURE & HERITAGE

Inside Tekəkwipimək Contact Station, the new heritage centre telling the story of Maine's Indigenous peoples

Spearheaded by the Indigenous Wabanaki, the Tekəkwipimək Contact Station opened in Maine's Katahdin Woods and Waters National Monument last month.

The Katahdin Woods and Waters National Monument protects a vast, forested sweep of north-eastern Maine, a state in the New England region of the USA. Established in 2016, the monument includes the East Branch of the Penobscot River, so its wild 350 sq km are a haven for canoeing and fishing, as well as hiking and biking. Its star-studded nights mean it was designated as an International Dark Sky Sanctuary back in 2020 too.

Most importantly, it sits within the ancestral homelands of the Penobscot Nation, who have stewarded the region for more than 11,000 years.

Last month, this remote national monument opened the Tekəkwipimək Contact Station, a visitor centre focused on local Indigenous perspectives of the land. We were lucky enough to get a preview.

The first of its kind, the Tekəkwipimək Contact Station is a brand-new visitor centre that introduces the Katahdin Woods and Waters National Monument from an Indigenous perspective. It was conceived through a partnership with the National Park Service and a Wabanaki Advisory Board (the Wabanaki, or 'People of the Dawnland', include the Maliseet, Mi'kmaq, Passamaquoddy and Penobscot tribes), who consulted on everything from the building's design to the exhibition content.

the monument's Lookout Mountain, it has been built from local cedar to seamlessly blend with its surroundings. In the Penobscot language, Tekəkwipimək means "as far as one can see".

thfully curated exhibits tell the story of the land through an Indigenous lens. You'll learn how and waterways were hunting territories for the Penobscot people long before Maine became a , and you'll hear about the monument's unique river ecosystem, with its ancient portage trails and Atlantic salmon. You'll also take in traditional legends about the Penobscot River's formation and cultural importance of the night sky. Further exhibits relay the significance of the birchbark canoe (ornately carved example) and teach potential canoeists how to read the river.

hibits, giant glass doors lead onto a terrace granting epic views of Mount Katahdin, the namesake. Penobscot stories speak of the spirits that call the peak home.

While many national park visitor centres focus on European narratives, this emphasis on Indigenous stories is unique and significant. The land and the Penobscot River are not just of historical importance to the Wabanaki; they're deeply rooted in Penobscot culture, feeding into Indigenous stories, ceremonies and language.

What you need to know

You can fly from London Heathrow to Portland International Jetport via gateways like New York City and Charlotte. It's around a three-hour drive to the monument from Portland.

Katahdin Woods and Waters is a remote destination, and a trip takes forward planning and preparation. Renting a car is a necessity, and road conditions in parts of the monument mean you might be most comfortable in a high-clearance 4WD vehicle. You'll get the most from your trip if you explore with a guide. The New England Outdoor Center, located in the small community of Millinocket, provides both excursions and accommodations. Guided hikes, canoe trips and wildlife-watching tours reveal the beauty of the North Maine Woods region, while cabins milk views of Millinocket Lake.

A new connector road (off Swift Brook Road) routes adventurous travellers through the southern portion of the monument towards Tekəkwipimək. There is scarce mobile phone service in the area, so you'll need to download maps in advance. See nps.gov/kaww.

Over To You....

