

Research

50. Do some research on X and present in an interesting way article/infographic etc.
51. Survey take the results of a survey and turn it into an interesting post

Reviews

52. Review of a Weekend in X
53. The Lowdown on a Stay at X

FAQs

BE ENTERTAINING

People love to be entertained. Whether it's a funny anecdote from the road, quick quotes to fill a bored moment or a real-time narrative of a trip you're on, entertaining your readers will always go down well and keep them coming back for more.

Anecdotes

Tell a first-person story from the road in a narrative format...

55. The Time a Monkey Left Me in an X
56. Tales from Running the Marathon in X

A-Z Post

57. The A to Z of X Country

Quotes

58. Publish a relatable/inspirational quote within a good-looking graphic

A Series

Can you break down something into a series of multiple posts?

59. Travelling Through X in 45 Days – Part 1 Day 1-15
60. Travelling Through X in 45 Days – Part 2 Day 16-30
61. Travelling Through X in 45 Days – Part 3 Day 31-45

BE TOPICAL

There are always topical things happening in travel, whether it is events in particular places, changes to travel legislation or location specific news. With that comes increased interest in the area and an opportunity to piggyback on that and gain more traffic and brand visibility through search and social media.

Not every piece of news will be relevant to you, but when something relevant does arise it's a great opportunity to associate your brand with it in a positive way.

News

Comment on latest travel/tourist news with a twist for your audience:

62. X Financial Crisis – What It Means for Your Holiday
63. Updates from X – 3 Important Lessons for the Tourist Industry
64. X Air Traffic Strike – Does it Affect You?

Events

65. The Best Things to See in X in May
66. 7 Events Not to Miss This Month in X
67. Every Event You Need to Know About in X for 2019
68. Celebrating World Earth Day in X
69. Seasons – Best Things to Do in X in Summer

Follow Up/Reaction

70. Write a follow up to a post you wrote previously
71. Write a follow up to someone else's blog post

Open Letters

72. An Open Letter to Tourists in X
73. An Open Letter to the X Business Board

BE EMOTIVE

It's been proven that stirring emotion in people increases the likelihood of them sharing content on social media, with the most extreme emotions generally resulting in the most sharing.

Making people angry and making people laugh are the two extremes which garner the most attention, but if you can stir up any kind of emotion with your content you are more likely to see it gain more traction on social platforms. How extreme you want to be depends on you!

Rant

- 74. Why I Hate X
- 75. Technology in Hospitality – There's Nothing to Like

Humor

- 76. 35 Funny Things You'll See in X
- 77. 15 Places in X That Scared Ryan Gosling
- 78. Cartoons – have a mascot who visits different locations and you put into cartoon format
- 79. Memes

Inspirational Posts

- 80. This Guy Travels for \$50/day and You Can Too
- 81. 50 Tips to Help to Live Your Retirement Dreams in X
- 82. How a Blogger in X Helped Change the Lives of Hundreds

Create Controversy

- 83. 25 Reasons We Don't Visit X and You Shouldn't Either
- 84. 12 Reason I Can't Stand X (sorry X!)
- 85. X History in Photos

ASK OTHERS

You may have periods where you don't have as much time available to spend on your blog because you are travelling, on vocation or you have other commitments. A great way to overcome this is to ask other people for content or use content which involves the readers time rather than yours.

Competitions

86. Offer a competition which people must enter
87. Giveaways

Guest Posts

88. Offer to host guest posts from relevant bloggers
89. Ask members to write about their experience while in the area
90. Ask other complimentary membership sites to write for your blog to get another angle

Interviews

91. Interview a local entrepreneur
92. Interview lots of locals on a specific topic for one post – 12 Locals Share Their Tips for X
93. Interview industry specialists – 7 Travel Agents Share Their Insider Secrets

Polls

Run a poll and then post a blog post with the results.

94. Which of these hot spots would you most like to visit?
 - X
 - Y
 - Z

Quizzes

95. Which is Your Perfect Travel Destination?
96. Which City is Perfect for You?
97. What Type of Traveler Are you?

Crowdsourced Posts

Find influencers in your niche (bloggers, journalists, companies, celebrities) and ask them all the same question.

98. The Best Value Cities in X According to 25 Real Estate Experts
99. 10 Travel Bloggers Tell Us Their Favorite Places in X
100. 20 Travel Journalists Tell Us Their Hottest X Destinations for 2019
101. 29 Tips from the Best Travel Photographers in X
102. X's Best Surf Destinations According to the World's Best Surfers

HELP OTHERS

It's amazing how effective it can be to just help someone else. Do something nice for someone and 9 times out of 10 they will return the favor at some point down the line.

These kinds of posts are all about giving something back to others, whether it be bloggers, readers or anyone else out there! Don't expect (or worse, demand) anything in return though, just do your bit and let karma take care of the rest.

Ultimate Resources

- 103. Ultimate List of Resources for Visiting X
- 104. Ultimate List of Restaurants in X
- 105. Ultimate Set of Links for Cheap Travel to X

Round Ups

- 106. The 10 Best X Blog Posts from May
- 107. My Favorite 27 Blog Posts in 2018
- 108. 15 Favorite Tweets This Week
- 109. Best Facebook Pages I Found This Month

BE PERSONAL

A personal touch makes all the difference in building a relationship with your readers and the more insight you can give into your company and the people behind it, the more likely it is that your content will be successful and that people will trust your website as a viable resource.

Company/Website Updates

- 110. Latest news from the company
- 111. Upcoming company activity
- 112. Personal insight from company members

Bucket List

- 113. Write Your Bucket List
- 114. Write a post for each individual item on your bucket list as you do it

Case Studies

- 115. Write a case study of a particular user's trip and include testimonials from them to give readers an insight into real experiences that users and members of your website have
- 116. Write a case study on someone who used your website/services – e.g. someone who visited the top rated businesses in your local directory when visiting X

USE DIFFERENT FORMATS

Your blog posts shouldn't all be text pieces with a couple of images. Different formats keep readers interested and helps to entertain different types of readers who prefer different types of content. They can also be a great way of multiplying all the ideas in this post to create hundreds more posts by putting them into a different format!

Video

- 117. Activities – Paragliding from the mountainside in X
- 118. Destination Guides – X in 1 Minute

Podcasts

- 119. Record an interview with someone who recently visited X
- 120. Record an interview with an experienced local in X answering regularly asked questions
- 121. Interview a blogger

Infographics

Create infographics for interesting stats in your niche:

- 122. The Top 50 Most Visited Cities in X
- 123. The Top 25 Most Used Apps in X
- 124. 10 Best Activities to Do in X
- 125. Everything You Need to Know About X

There they are! 125 ideas for your blog, nearly all of which can be adapted to create hundreds of other posts and then changed into different formats to create hundreds more!

The important thing now is to act! There's no point having ideas if you don't put them into practice, so come up with an editorial calendar that you can stick to and start publishing!

And remember that quality is crucial – catchy blog titles are great, but if you don't deliver great content when the reader lands on the page then you'll have guaranteed one person who won't come back. Don't overcommit to too many posts, too often – come up with a realistic schedule you can stick to while maintaining high quality.

If you combine that with promoting the content you've created, you will be well on your way to a successful blog, placing you as an authority in your area and one which readers will come back to time and time again.

Happy blogging!



About Brilliant Directories

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