



Story Submission Guidelines

SUMMARY

A Turuhi travel story is all about personal experiences from around the world. We are not about magazine fluff, standard travel guidebooks, or promotional hype; just fresh and honest experiential narratives that speak to a passionate travel audience. Our community includes freelance / full time writers, journalists, investors, travel buffs, photographers, filmmakers etc. This platform not only gives you a platform to share your stories, but also an opportunity to connect and interact with like-minded people and create collaborations in the future.

WHO CAN CONTRIBUTE?

We welcome writers both fresh and seasoned who capture the imagination and interest of the reader. Go ahead, share your stories with us, but do not forget to browse through our website to get a feel of our style, tone, and vibe.

STEP BY STEP INSTRUCTIONS

Your story can be uploaded using the **‘Share Your Story’** tab in the homepage. Story to be uploaded in the prescribed format. Specifications are indicated against each section of the article.

1. Select the **Country** your story is about from the drop down provided.
2. Add the **Title** of the story, which can be a maximum of 60 characters.

The title is a story's first impression and plays a key role in determining whether someone reads the story. Select a captivating and intriguing title that nudges the reader to read further.

3. Add the **Title Header Image**, which needs to be MINIMUM 950 (width) by 500 (height) in pixels and can be a maximum of 4 MB. Do keep in mind that the **Title will be white by default**, so choose your Title image so that the Title is clearly visible against the Title Header Image.

The image used here should capture the essence of the story. A high-resolution image always creates a stronger impact.

4. Add the **Introduction** which can be a maximum of 1,000 characters. The introductory paragraph is a teaser to the main story so begin with a killer first paragraph.

Use of descriptive words will aid the reader to create mental images and a feeling of anticipation and interest will prompt the reader to dive into the story itself.

5. The **Main Body** of the story can be added in the **"Story Content"** section. This can be a maximum of 12,000 characters. The text content can be uploaded alternating with images (Max 2 MB each) and videos (YouTube URL) as per the flow of your article by clicking the picture and video icons provided in the control bar.

How to structure “Main Body” of the story?

- ★ The body of the story is where you detail your experience. Choose a narrative thread that will run through the entire piece and weave your story around it.
- ★ Write in first person as much as possible and make the story your personal account with visual descriptions, sprinkled with facts.
- ★ Keep descriptions as original as possible and avoid clichés.
- ★ Be specific, ditch common nouns and use proper nouns. For example, “I used a Toyota Camry to drive around Alaska” instead of “I used a car to drive around Alaska”. Proper nouns add character to the story.
- ★ Describe your feelings and interactions during the course of your travel. This will make your story relatable and connect you to the reader.



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How to structure “Main Body” of the story?

- ★ “[Show and Tell](#)” is a great technique. The economy of ‘telling’ and the drama of ‘showing’ is a good mix to have. We encourage you to use photos/videos (YouTube URL) to support your story.
- ★ Ensure that each photo or video is accompanied by an appropriate and informative caption. It is a great idea to add some interesting/less known facts or beliefs as captions.
- ★ Use of vivid language adds character to the story and constantly create visuals in the mind of the reader hence making your story engaging.
- ★ While following these ‘techniques’ do not forget to entertain your reader.
- ★ Ensure that the story feels complete by writing a conclusive paragraph.
- ★ This is your story, your experience. This can be highlighted by adding one image of yourself at the destination you are writing about and creating a personalized touch.

THINGS TO CONSIDER

This section can be filled in alignment with the destination. There are 6 sub-sections and each sub-section can be a maximum of 250 characters. While this section is not mandatory, we encourage you to share this important practical information that will help the traveler. This section shows your cognizance to the travelers and connects you to them. *These practical, fine details will go a long way in assisting travelers to plan their trip optimally.*

1. Best time to visit

This information will help travelers to plan their trips according to their interest. Here it is great to capture weather during different times of the year and peak/lean seasons. Additionally, a description of the landscape will also be helpful.

2. Arts & Culture

This section should have information on the local language and the predominant religion of the population, Of importance is also an understanding of the local practices and beliefs. Besides these, information on architectural influence and festivals celebrated is helpful.

3. Cuisine

This is a rather exciting section that most travelers will be extremely interested in. Here we need to capture local food, common ingredients used, variety of cuisines available, and any religious influence on the cuisine that is followed.

4. Safety

This section gives the traveler a heads up on what to expect in a destination. It provides insight into best ways to travel within the place as well as what kind of accommodation to choose. This information also helps travelers decide whether a destination is safe for them to visit.

5. Off the beaten path

This section is largely for the unconventional traveler. Information in this section should be about less known locations to visit and things to do for a unique experience of the destination.

6. Travel Checklist

This section covers practical aspects like visa requirements, local currency, internet and mobile connectivity, special accessories needed for specific activities in the location.



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MEDIA GALLERY

PHOTO GALLERY:

Additional photos can be uploaded in the photo gallery. You can add up to 6 photos that are a maximum of 2 MB each. Each photo should have a caption that is not more than 60 characters.

A photo is worth a thousand words and worth more if accompanied by a captivating caption. It is important to keep it contextual and concise while adding an element of intrigue and interest. When it creates an impact, the reader will be nudged to read on.

VIDEO GALLERY:

Additional videos can be uploaded in the video gallery. You can add up to 4 videos (YouTube URL). Each video should have a caption that is not more than 100 characters.

Videos add to the aesthetic appeal of a story and give the reader a sense of traveling with the storyteller. It is a great way to engage the reader and retain their interest. As in the case of photos, do pay special attention to the caption.

A PRIMER ON ETHICAL TRAVEL WRITING

Travel writers are responsible to their readers and they should never lose focus of this aspect while penning their stories.

- ★ Always write about what you see and experience on your trip and stay away from travel clichés and standard guidebook descriptions.
- ★ It is important to back your story with research to ensure that you are giving accurate information.
- ★ While writing your story, focus on describing experiences, places etc. but refrain from passing judgment. It is for the reader to decide what works for them as individuals.
- ★ Turuhi does not subscribe to affiliate marketing, so steer clear from direct reference to specific hotels, restaurants etc.
- ★ While describing the culture and beliefs of a region is interesting ensure that you do not hurt the sentiments of any community.
- ★ Lighthearted stories are always welcome provided the jokes are not on someone else. Refrain from ridiculing or taking a jibe at anyone or any place.

USEFUL TIPS

1. It is recommended that content be created externally on a document and then pasted into the editor. The story can be saved in sections and can be previewed prior to submission.
2. Agreement to our Terms and Content Policy will allow you to submit your story.
3. Once your story is submitted, it will be reviewed and we will revert with feedback and next steps.
4. Contact us if your submission has been previously published in any other media entity, either online or offline.
5. Any major changes in length, focus, style and structure of the story will be discussed with the writer. Minor edits, if needed will be made by the team and shared with the writer prior to publishing the story.
6. Writer to verify, before submitting the story, the veracity of all facts and statements claimed in the story. Kindly ensure correct spellings of all proper names, place names, foreign spellings (with accents) and addresses.
7. It is recommended to use your own media in the story with appropriate captions. In such case that media is outsourced, relevant permissions have to be obtained and credits mentioned as required.

Please click [here](#) to read our Content Policy.