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Victoria M. Walker

Howdy! Here's a helpful guide to consult that will hopefully make your life – and mine – easier when pitching me. Publicists, please take note and convey to your clients that **I do not send questions in advance. Ever.**

About Me

Location: Brooklyn, NY

Where to find me online: [@vikkie](#), [@vikkienotvicky](#), [LinkedIn](#), [Substack](#), [Website/Portfolio](#)

Email: vikkie@travelwithvikkie.com (If you are a publicist, this is the **ONLY** email you should ever send pitches to. Pitches sent to any of my personal emails, my personal website, or LinkedIn will be deleted.)

Words in: AFAR Magazine, New York Times (Real Estate and Travel), Upgraded Points, The Washington Post, Conde Nast Traveler, Travel + Leisure, Carrying On (formerly Travel With Vikkie) Substack

Beats: Travel/the U.S. South (for AFAR); real estate (for NYT); points and miles, travel news, airline routes, hotel openings (for Upgraded Points, various publications); Flight/hotel and points and miles deals (for various publications, Carrying On Substack); travel perspectives (The Washington Post)

What I cover

Travel

This is my primary beat. I break down the travel beat into three important buckets: Features, trends, and news.

I've covered features (ranging from 600 words to 2,500 words) about people with compelling stories and destinations with complex histories in the travel space. For AFAR, I'm interested in untold stories about people and places in the U.S. geographical South (i.e., South of the Mason-Dixon line), with an emphasis on diverse narratives. However, I'm interested in other travel pitches outside of the region. Generally, pitches that inspire people to be better travelers and good stewards of a destination will catch my eye.

Examples – features:

- [Visiting the Biggest Tea Garden in the U.S.](#) (AFAR)
- [Florida Wants to Be a Leader in Accessible Travel. Is It?](#) (AFAR)
- [Hampton, Virginia, Has Become a Tourism Destination. Why Now?](#) (AFAR)

Trends can be extrapolated from day-of news and made into longer pieces. These stories typically range in length from 1,000 to 2,000 words.

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Examples – trends:

- [Want to Hold Onto Elite Status With Your Airline? It's Going to Cost You.](#) (NYT)
- [Grappling With Travel to a State Whose Policies You Oppose](#) (AFAR)
- [Pick your plane seat wisely. It matters in a tight connection.](#) (The Washington Post)
- [You Can Still Save on Spring Break](#) (NYT)
- [Airport lounges are less exclusive. Not everyone is happy about it.](#) (The Washington Post)

Day-of news coverage includes flight and hotel deals, new airline routes, new hotel openings, and points and miles updates. These stories are 500-700 words long and include service journalism (*how to do X, how to visit Y*) pieces.

Examples – day-of news:

- [Hilton's Motto Brand Debuts in Mexico & The Netherlands](#) (Upgraded Points)
- [Travel is finally back — here are 5 reopened destinations to visit using points, miles, and credit card rewards](#) (Business Insider)
- [✈ You Paid How Much? | Dec. 17 ✈ \(Holiday Edition\)](#) (Carrying On Substack)
- [Breeze Launches 100th Route, Adding New Service from Southern California](#) (UpgradedPoints)

Real Estate

I contribute to the NYT Real Estate section's "Build" feature, highlighting interesting real estate projects. Ideally, these are projects that the general public can access and that have either been completed or are nearing completion. I also contribute to the "Renters" column and am interested in pitches related to Exclusives, profiles, and features. I am interested in stories in the New York area.

Examples:

- [Can a Spate of New Builds Finally Revitalize Gowanus?](#)
- [She Joined the Family Business, but She Hasn't Given Up Her Art](#)
- [An American Express Airport Lounge in the Sky? Not Quite.](#)
- [A Bed-Stuy Mansion Has Become Rubble. Residents Ask: How, and Why?](#)
- ['Just Think Rome': The Morgan Library & Museum Opens Garden to the Public](#)

What I don't cover

Pretty much anything not listed above. While travel straddles many beats – politics, style, national, international – I am not interested in a pitch that doesn't have a clear and compelling travel angle. I am also not interested in one-off pitches that don't fit into larger trends.

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FAQs

When will the story be published?

Freelancers often do not have an answer to this question. When stories are published depends solely on the needs of that publication. What I can ensure is that when I know, you will know.

Can I follow up?

Unless I have explicitly given you permission, **please do not follow up with me.**

Can you provide questions in advance for my client?

No – and it's generally in bad taste to ask. I do not provide questions or story scope in advance. Please share this with your clients before an interview.

What's the best way to pitch to you?

The best way to pitch me is to get straight to the point: the who, what, when, where, why, and how. Why is this pitch a must-read? Do not use clickbait in the email subject line. Be specific.

Additionally, if you're pitching something tied to a holiday and it's less than three months away, you're likely too late.