

# P OSTCARDS

with perspective

EXPLORE · REFLECT · CONNECT · JUNE 14th

OBSERVATIONAL TRAVEL WRITING  
Substack · Instagram · WordPress



Most travel writing today is influencers and listicles. Postcards With Perspective is something different — observation, industry insight, and the layers beneath the surface of a place.

## ABOUT

Postcards With Perspective is an observational travel essay series by Simon Woodward — a writer with 28 years at the senior level of the UK travel industry, most recently as Product Director at Trailfinders, one of the UK's largest and most respected tour operators.

The writing sits at the intersection of literary travel, cultural observation and quiet industry insight. Not a review. Not a listicle. A piece of writing that earns its place.

## SIMON WOODWARD

- 28 years** — Senior roles in UK travel, up to Product Director.
- Trailfinders** — One of the UK's largest and most awarded independent tour operators.
- Expertise** — Destination strategy, product development, contracting and experience design across five continents.
- Now** — Writing full-time — the industry's insider, turned observer.

## WHAT A STAY PRODUCES

A long-form essay (900–1,300 words) exploring a hotel or experience in the context of its neighbourhood and destination. The writing is observational, not promotional — which is precisely what gives it authority.

The essay is published on Substack, archived on the PWP website, and excerpts cross-posted to LinkedIn and Instagram. Your property is tagged and linked throughout.

## RECENT ESSAYS

- The Neighbourhood Story: Tin, Fire and Reinvention* — Hotel Stripes, Kuala Lumpur
- Jim Thompson, a Tiger and Me* — Cameron Highlands Hotel, Malaysia
- The Division Bell in Publand* — Blue Boar Pub, Conrad Hotel, London
- What Kazimierz Remembers* — Jewish Quarter, Krakow, Poland

## THE WRITING

Each essay opens with a precise scene — a moment in time, a detail noticed at dusk, a conversation overheard. From there it moves outward: the neighbourhood, the history, the question of why this place feels the way it does.

The hotel or experience is never a backdrop. It is a lens through which the destination is examined. Subjects that have a genuine relationship with their surroundings — their street, their city, their culture — are the ones that produce the strongest writing.

## PLATFORMS

- Substack** — Primary publication. Full essay, delivered by email to subscribers.
- WordPress** — Permanent archive and SEO-indexed home for all essays.
- LinkedIn** — Industry-facing excerpts reaching travel professionals and editors.
- Instagram** — Visual extracts and short-form observations from the stay.

## WHAT I AM LOOKING FOR

A hotel or experience with a story. Properties that are genuinely connected to their location — in design, in ethos, or in the neighbourhood they occupy. Places that reward close attention and have something to say beyond a comfortable bed and a good breakfast.

What I offer is careful, considered writing by someone who has spent nearly three decades thinking about how destinations are understood, packaged and remembered.