



The Other Side of The Coin

Solène reveals the “backstage” side of travel journalism

The creator of www.solcito.fr, Solène talks to IFTM Daily about how her passion for blogging was spawned...

At the end of my studies, I went to live in Australia on a working holiday visa. To avoid spamming my friends and family, I created my first blog where I told them all about my adventures. I put it aside upon coming back to France to focus on my first freelancing jobs. A few years later, Solcito.fr was born. It is now 4 and a half years that I have been talking about the “backstage” side of the profession of travel journalist and my unusual wanderings around the world.

What are you seeing as being the most interesting new developments in terms of hotel and transport infrastructure in Peru?

Attractive prices of domestic flights in the South of the country allow one to move around easily. Alternative cheap, safe but slower are the “luxury” buses such as those of the Cruz del Sur company that serves many destinations. In terms of accommodation, tourist areas offer a range of accommodation for all budgets, with of many hostels for backpackers. The country is wagering more and more on the concept of “unusual” nights, such as a dome in the mountains, hanging in the Amazon jungle, or bungalows on floating islands.

What are your tips for TOs or TAs looking for new ideas in Peru?

A visit to the South of Peru is of course essential. But extending one’s stay allows the traveller to explore the North and many more authentic, less touristic areas and national parks.

In addition to the highly coveted Inca Trail, other treks can take one to Machu Picchu, with Salkantay offering sumptuous landscapes. Arriving on site, focus on sporting visits (Montaña, Huayna Picchu, or the Sun Gate) if one is still in shape and visitors are generally grouped in the “city”.

In a world that is always faster, slow tourism allows one to immerse oneself in a place without running from one point to another. Volunteering is the ideal way to learn everything by being in contact with the local population.

How do you see the future of bloggers / influencers?

We are all influencers at all levels, whether bloggers or not. Word of mouth has been a great means of communication since the dawn of time. Blogs have taken over this concept with a “megaphone” that allows one to be heard all around world. With the proliferation of sites and advice, readers need a return to core values such as honesty, transparency and originality ■

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