

Story Angles
for publication of
The Housesitter's Guide to the Galaxy: The Essential Edition

Suggested Story Angles for Journalists

This book and its author offer multiple editorial opportunities across various publication types. Here are ready-made story angles tailored to different audiences:

1. Travel & Adventure Publications

"The New Face of Sustainable Travel: Why Housesitting is Replacing Hotels"

- Focus on slow travel movement and carbon footprint reduction (up to 80%)
- Environmental impact of traditional tourism vs housesitting
- Profile Jessica's journey from high-intensity backpacking to conscious travel
- Growing global market: USD 2.69 billion industry projected to reach USD 5.14 billion by 2030

2. Lifestyle & Women's Interest

"The Ex-Police Officer Who Left Her Dream Job to Travel the World for £1 a Night"

- Career change story with bold life transformation angle
- Work-life balance and redefining success
- How Jessica manages a digital career (Senior Editor at Nomad Magazine) while travelling
- Relationship dynamics: travelling as a couple with Tom and Geoff the campervan

3. Personal Finance & Money-Saving

"How to Travel Full-Time on a Budget: The Housesitting Secret No One Tells You"

- Financial breakdown: £1 per night accommodation vs £350-£1,120 for pet care
- Cost of living crisis angle: affordable travel solutions
- How to reduce living costs by renting out your UK home while housesitting abroad
- Digital nomad income strategies

4. Environment & Sustainability

"Could Housesitting Be the Most Eco-Friendly Way to See the World?"

- Hotel industry carbon emissions: 15-30kg CO₂ per night
- Single flight London-New York: nearly 1 tonne of CO₂ per passenger
- Slow travel philosophy: longer stays, fewer flights, reduced environmental impact
- Living in existing infrastructure vs resource-intensive hotels

5. Property & Home Interest

"Why UK Homeowners Are Turning to Housesitters Instead of Kennels"

- Pet welfare benefits: animals stay in familiar environment
- Cost savings for homeowners: £25-£80 per day for professional pet sitting
- Home security: occupied homes vs empty properties
- Growing trend: 234,389 pets on TrustedHousesitters in 2024

6. Pet & Animal Welfare

“The Woman Who’s Cared for 65+ Pets Across Eight Countries”

- Animal companionship while travelling
- Pet sitting as alternative to kennels and catteries
- Real stories: the parrot who didn’t like Tom, spaniels in Somerset, cats in South Africa
- Human-animal bond in travel context

7. Generation Z / Millennial Audience

“Why Gen Z is Ditching Hotels for Housesitting (And You Should Too)”

- Alternative lifestyles and breaking traditional life paths
- Sharing economy appeal: trust-based exchanges
- Instagram vs reality: honest approach to nomadic living
- Gap year alternatives and career break inspiration

8. Business & Digital Work

“How Remote Workers Are Using Housesitting to Fund Their Nomadic Lifestyle”

- Digital nomad trends and statistics
- Working remotely while caring for pets worldwide
- Location-independent career building
- Balancing professional responsibilities with travel

9. Human Interest / Features

“Trust Between Strangers: The Housesitting Movement Built on Generosity”

- Community and connection in uncertain times
- Counter-narrative to political division and social fragmentation
- Cross-cultural exchanges through housesitting
- Real stories of kindness and human connection

10. Local/Regional Angle (Gloucester)

“Local Woman Shares Secrets to Travelling the World From Her Gloucester Roots”

- Local hero angle: Gloucester native’s global adventure
- From UK police force to international travel writer
- Speaking at Cheltenham Literary Festival (15 Oct, local tie-in)
- Inspiration for local readers considering career changes

Timely News Hooks

- **Cheltenham Literary Festival** (10-19 October 2025) - Jessica speaking on Wednesday 15 October at 12:30pm
- **Book launch** - 10 October 2025
- **Cost of living crisis** - Affordable travel alternatives
- **Overtourism concerns** - Slow travel as solution
- **Climate crisis** - Sustainable travel options gaining traction
- **Post-pandemic travel** - New ways of seeing the world
- **Pet ownership boom** - Record numbers of pets need care during owner travel