There is a great degree of understanding needed to write such kind of letters since it involves sometimes locations, packages, professional approach, special activities, etc.  From the beginning to the end, there needs to be some correlation towards the word holiday.  Many a times, we just wanted to share the experience about our holidays, but try to make sure that credit goes towards the locations, people who made it possible, activities done while on such trip,  and so on.  This will make sure that it is interesting to write, read, and also possibly convey a message of wholesome as a package.  There are instances where some unusual happening needs to be figured out in every possible manner so that any other person wish to go out that way would not fall in dump space.  Thus, writing needs to be sensible along with informative kind of things to take care of unnecessary loopholes.