

TRAVEL RESEARCH ONLINE

TR



THE NEXT GENERATION
OF TRAVEL TRADE MEDIA

www.travelresearchonline.com

2011 Media Kit

TRAVEL RESEARCH ONLINE is...



...the next generation of travel trade media.

Travel Research Online (TRO) provides Travel Suppliers a truly new and unique marketing platform.

...opportune marketing. Place a product or an advertisement directly in the hands of a Travel Agent – right when they need it.

...a professional work environment. Agents are equipped with free educational resources and marketing tools to understand and sell high-touch destinations and activities.



Supplier Testimonials

■ An Affordable Investment
● That Works

“TRO has been wonderful to work with from the supplier side. We are able to reach the travel agents with our best prices and value packages. When we do our promos, the phone starts to ring instantly, It is a true testament seeing how fast TRO has grown. I hope to continue working with TRO and growing both of our businesses.”

**Charlotte Kerr, Blue Sky
Tours Marketing Manager**

“TRO email and electronic campaign programs have been very effective for Vacation Express. It is very satisfying to work with an organization that actually sends us business. Everyone in the organization is professional, creative and does what they promise. We have used other marketing companies but TRO provides superior customer service, ROI and a truly amazing responsiveness and turnaround.”

**Gantt Cookson, Vacation Express
VP Operations**

“I have relied on TRO to be our principle e-marketing provider since early 2007 and am convinced that they are the best in the industry today. They have proven to me time and again that they can coordinate, execute and deliver measurable results better than many of their counterparts I have used in the past. I don't know of any other supplier that works as closely with the travel agency community or provides more sage advice on so many issues than the writers on their staff. Just explore the TRO Archives and you'll see what I mean.”

**Mark Nelson/GTT Global
Director, Sales & Marketing**

“We've teamed up with Travel Research Online for more than a year now and we are extremely satisfied with the level and quality of traffic we derive from TRO's various channels. TRO stays relevant in today's fast-changing world and we appreciate the ease with which we can reach qualified travel agents online and via newsletters. To top this off, our account rep, Brenda, makes the whole process painless and is there for us when we need her.”

**Rafael Checa, Solar Tours
CEO**

As a company that relies 100% on the travel agent community, we have tried every possible outlet in the past three years to address travel agents. One outlet however, continues to provide us with positive, cost-effective results: TRO. Interesting, relevant content, an easy-to-read format and a loyal, growing base of readers makes TRO an important travel trade advertising vehicle for Tripology, both prior to and after the acquisition by Rand McNally.

**John T. Peters, CTIE
VP/GM-Digital Strategy & Travel
Rand McNally**

The Travel Trade Dilemma:

Travel agents want to sell your products. But how to reach the best travel agents is a real problem for suppliers. Traditional trade media is expensive and difficult, at best, to measure results. Consortia programs focus on too few agents to the exclusion of others and the ROI from consortia can be low and hard to measure.

TRO is more than media. We REPRESENT your company, its image and products to the travel agent community. We have built a solid relationship with travel agents and we allow our suppliers to leverage that relationship for their own product line. We help your company to build your brand strategically and to sell product tactically. This is real partnership.

The TRO Solution

1 Equip Travel Agents

TRO provides Travel Agents with a **Research & Marketing Center** that educates Agents and provides information and marketing materials to present to clients:

- Over 100 educational activity guides on travel specialties
- Over 600 destination reports
- Dozens of consumer-oriented feature stories that promote new travel experiences
- A unique Tour Operator & Niche Cruise Line Directory
- Customizable e-postcards and e-brochures
- Hundreds of real-time travel specials in a searchable database
- Professionally produced travel videos travel agents can email to their clients, including your company's videos.
- The largest travel agency online Community in the industry
- The best editorial content in the industry, with real, useful information for travel agents

2 Connect Agents & Suppliers

Each of the tools above are sponsored by our suppliers. Your company is in essence providing agents with very important marketing and learning tools. That makes you doubly important to their business.

Why use the travel trade to distribute your product?

As large, online agencies continue to capture easily-bookable commodity travel business, Travel Agents are increasingly concentrating on new products as a means to distinguish their services and increase their overall margins and profitability.

Travel Suppliers can take advantage of this market shift.

TRO can help.

Wendy Perrin, *Condé Nast Traveler* editor, encourages consumers to “hire a pro [travel agent]” for:

- Complicated, customized itineraries
- English-speaking guides
- Special access to monuments, sites or people
- Cruises, especially with private shore excursions
- Special occasions

Opportune Marketing

Directly in the workflow of a Travel Agent >>>

Unlike traditional travel media, TRO is not a newspaper or magazine. TRO is a professional travel research and marketing platform that Travel Agents use for “high-touch” itinerary research and specialty travel education, as well as to recruit and retain clients. Agents use TRO to make money, not as a distraction from their job.

Using TRO’s new, collaborative approach to B2B media, Travel Agents see your advertising when it is directly relevant to their research.

By being in the direct workflow of the Agent, Travel Suppliers in TRO are **guaranteed exposure** of their marketing efforts in a context where the advertisement is immediately relevant to an Agent. This is **opportune marketing**.

HOW TRO WORKS

When a travel agent books an African safari, TRO provides the agent with the names of our safari advertisers, a Destination Guide on Tanzania, an article on safaris, a safari video for their website or to email the client and electronic postcards to send out, all private labeled with the agent’s logo and contact information. TRO provides the tools they need, compliments of your company.

Agents don’t just read TRO in their spare time.

Agents use TRO’s comprehensive educational material and supplier advertising to support their entire consumer sales effort –

EVERY TIME THEY BOOK A TRIP.

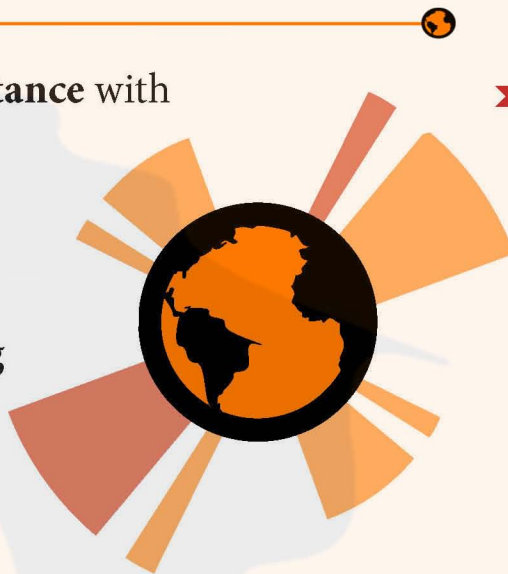
TRO offers Travel Agents:

>>> A platform to obtain **assistance** with travel research and marketing

>>> Private-labeled **marketing materials** that are useful, well-written, and attractive

>>> An efficient way to locate recommended suppliers

>>> A free **work environment** that offers readily available expertise in new or unfamiliar travel products



What Travel Agents are Saying about TRO

You are awesome! Keep up the GREAT work. What a wonderful resource. Thank you, thank you, thank you. I have used the site twice for Research Requests and have been pleasantly surprised with the responses. Thank you so much for your wonderful agent tool. I plan to use the site on a regular basis for destination information, etc. Thank you.

Sandy Cook
Pizzazz Vacations

I began using TRO earlier this month. It's great!!! I love the information from suppliers, but I TRULY love the Destination information. I used to use another destination service and I paid \$75.00 per month. It's great!!! Keep up the good work and as a Travel Agent who has been in this business for the last 13 years, I want to THANK YOU!!!!

Deborah Hardin
Just Cruises & Vacations

I just wanted to say a big THANK YOU for this wonderful service! As President of Rochester Travel Professionals, I have sent out your information to our membership. I hope, and will encourage our membership to make use of your services. Keep up the great work!

Paula T. Olney DS., MCC.
Outlook Travel

I find the service of TRO to be outstanding. Especially for someone like me. I am a new travel agent and the service has helped me in getting information on international travel and different types of tours and adventures. I am sure I will continue to use the service.

Pamela Williams
MPSA Travel

Just a quick email to let you know how great I think you website and its capabilities are. I've forwarded quite a few destination guides to my clients, and I know they help to give my agency an edge and a very user-friendly appearance. The guides are interesting, informative, comprehensive and useful for the clients. I can't thank you enough for the service. Keep up the good work.

Ken Schwinn
Schwinn Tours & Travel, Inc.

TRO's Free Services for Travel Agents:

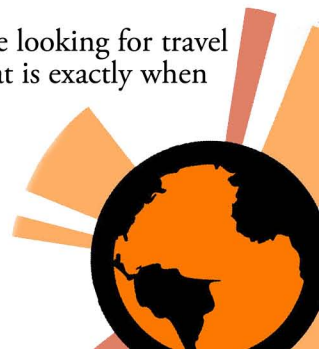


With other travel trade media, the same "story", usually a warmed-over press release, will appear in every travel trade publication each day. As a result, the travel agents skim over "news" letters quickly and then get on with their daily work.

TRO is different. We provide agents with the tools to do their work. We give them marketing materials like destination guides, videos, articles and stories produced for their clients. These are tools agents would otherwise not have or have to purchase.

When an agent uses a TRO video or destination guide, they are looking for travel product. They are engaged in their own sales process. And that is exactly when they see your company's profile, product and marketing.

TRO is where Travel Agents go to work.

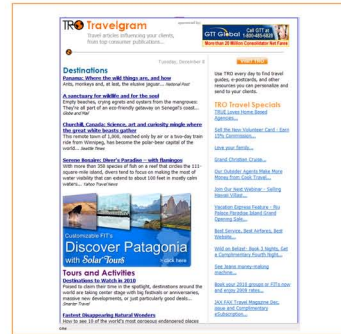


TRO's Four Marketing and Advertising Vehicles provide you with strategic market position:

Website



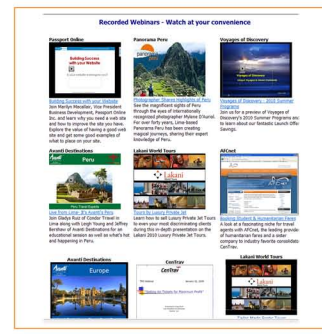
Newsletters



Email Broadcasts



Webinars and Videos



TRO achieves substantially better results for its advertisers than other trade media. The testimonials from our suppliers tell the story - better results for less investment = greater ROI.

TRO employs a **campaign approach** - we don't just send out an email broadcast and hope for results. We combine strategic branding with tactical sales, leveraged on our relationship with agents. That's not just marketing jargon. If you think about it for a moment, it's exactly the way you market your own business. And it's what's been needed for a long time in travel trade media.

AN AFFORDABLE INVESTMENT THAT WORKS

Our account reps work with you to stay on top of your campaigns, assuring you of results.

- ➊ **Strategic Branding** - banner ads and advertorial raise your company's profile. Travel agents associate you with the marketing tools they receive at TRO.
- ➋ **Tactical Sales** - TRO's email broadcasts are well received by travel agents who are familiar with your company already because of the strategic branding.
- ➌ **Relationship** - TRO's relationship with the agency community becomes your relationship. Your marketing message is a part of the TRO work environment.



"We've teamed up with Travel Research Online for more than a year now and we are extremely satisfied with the level and quality of traffic we derive from TRO's various channels. TRO stays relevant in today's fast-changing world and we appreciate the ease with which we can reach qualified travel agents online and via newsletters. To top this off, our account rep, Brenda, makes the whole process painless and is there for us when we need her."

**Rafael Checa, Solar Tours
CEO**



TRO Advertising Opportunities

We believe in the value of marketing **campaigns**

Website - Brand Your Company

The screenshot displays the TRO website interface with several key sections:

- Header:** TRO Travel Research Online - The voice of the travel agency community. Navigation links: Home, Resources, Travelgram, Directory, Community, Webinars.
- Left Column:**
 - Publisher's Corner:** Article by Richard Earls, December 21, 2009.
 - Editorial Musings:** Article by John Fenave, December 19, 2009.
 - Point-to-Point:** Article by Nolan Burris, December 16, 2009.
 - Agent Perspectives:** Article by Chuck Flag, December 18, 2009.
 - Travel Agent Diaries:** Article by Mike Marcher.
 - 60-Second Geography:** Article about Anguilla.
- Right Column:**
 - Deck Plans:** Article about ship construction.
 - Thumbs Up, Thumbs Down:** Article about insurance.
 - Soundings:** Article about cruise ship dining.
 - Supplier Profile:** Article about City Escape Holidays.
 - The 365 Guide:** Article about client relationships.
 - Outposts:** Article about Turkey.
- Bottom Section:** Featured Video: Active Hawaii.

Banner Adds Tens of thousands of impressions each month throughout the site keep your company top of mind.

Site Sponsor - Non-rotating banner ad at the top of every page of our site. Links to page of your choosing.

Anchored Ad - A non-rotating banner ad at the top of the page. Links to the page of your choosing.

Run of site ad - Rotating banner ads throughout site. Links to page of your choosing.

Article Sponsorships - Well read articles that travel agents actually use in their business, sponsored by your company.

Column Sponsorships - Your company's ad worked into an editorial column, identifying you as the sponsor. Circulated on website and in TRO's Travelgram.

Supplier Profiles and 1:1 Interviews - Advertorial columns about your company, its products and your relationship with the travel agency community. Circulated on website and in TRO's Travelgram.

60 Second Geography - An advertorial column about your destinations, featuring current travel offers from your company. Circulated on website and in TRO's Travelgram.

Video Sponsorships Your company's video or our video that you sponsor available for viewing and for travel agents to forward to consumers.



TRO Advertising Opportunities

We believe in the value of marketing **campaigns**

2

TRO's Travelgram - Brand Your Company

Our Most Popular Publication circulated to the full database Monday - Friday.

Banner Adds - 5 days a week, TRO's Travelgram keeps your brand in front of the travel agency community.

- **Travelgram Sponsor** - Small banner ad at the top of the Travelgram. Links to page of your choosing.
- **Call-Out Ad** - Large, highly visible banner ads. Rotating positions from top to bottom during the week. Links to page of your choosing.
- **Featured Brochure Ad** - Circulate your online brochure to thousands of travel agents in one banner ad!

Broadcast Links - A link to a recent email broadcast. Gives your emails much longer shelf life.

Featured Articles - Articles from TRO's website featured for a day in the Travelgram. Increases impressions on the **Article Sponsorship**.

Webinar Announcements - Daily reminders of upcoming webinars increase overall awareness of your company brand and the number of agents attending your **Webinars**.

The screenshot shows the TRO Travelgram website interface. At the top, it says "Travel articles influencing your clients, from top consumer publications...". The date is "Tuesday, December 8". There are several sections of content:

- Destinations:** Panama: Where the wild things are... and how. A sanctuary for wildlife and for the soul. Churchill, Canada: Science, art and curiosity mingle where the great white bears gather.
- Tours and Activities:** Discover Patagonia with Solar Tours.
- Transportation:** Hawaiian Airlines' planes flow fuller in November. Virgin Galactic unveils commercial spaceship.
- Lodging:** Worth writing home about.
- Other and Odd:** A frequent traveler's holiday wish list.
- Travel Agent Diaries:** Allons Travel - A year in review.
- Writing for Travel Agents - The Power of Voice.**
- Today in History:** The Murder of John Lennon.
- Upcoming Training Opportunities:** Cruise West Agent Training, Alaska's Inside Passage, Costa Rica, Panama & Cocos Island, Tuesdays with Trafalgar.

There are also several advertisements and featured articles, such as "Sceptre Tours Ireland & Britain 2010 Brochure" and "Discover Patagonia with Solar Tours".

TRO Advertising Opportunities

Unleash the cooperative fund possibilities with your destinations and hotel properties!

TRO's Newsletters - Brand Your Company
Coming in 2011!
New Newsletter Opportunities



Voyager Destinations

Voyager Destinations

Sponsored by a single advertiser.

Choose the destination you want to highlight for the newsletter and TRO will put together an edition of *TRO Destinations* just for you, circulated to 80,000 travel agents.

- 1. **Original Consumer Articles-** Travel agents can use the articles in their own newsletters, websites and email marketing, backed up by your travel product!
- 2. **Original Trade Articles-** Articles on your companies and your properties in the destination of your choice.
- 3. **Call-Out Ads -** Large, highly visible banner ads. Rotating positions from top to bottom during the week. Links to page of your choosing.
- 4. **Links to Current Offers -** Link to your current offers. Increase your company's ability to reach out to the travel trade immediately!

The screenshot shows a newsletter page for Peru. At the top, it features the 'Voyager Destinations' logo and 'Avanti's Peru' branding. Below this, there are sections for 'Destination Peru' and 'About Peru'. The 'Destination Peru' section includes a paragraph about Peru's diversity and a 'Read more...' link. The 'About Peru' section describes Peru's ancient civilizations and a 'Read more...' link. A prominent orange banner reads 'Peru - the Destination - Amazing Opportunities to Explore'. Below this are two columns of featured articles: 'Inca Trail to Machu Picchu' and 'Archaeological Treasures of Northern Peru: Chiclayo and Trujillo'. Each article has a small image and a 'Read more...' link. Further down, there is a 'Peru Highlights - Our Best Values' section with two more articles: 'Peruvian Lake Titicaca' and 'Nazca Lines and Ballestas Islands'. At the bottom, there are two promotional boxes: one for a 'TPO Featured Brochure' titled 'essence of latin america 2011' and another for a 'Peru Slide Show' with a 'Read more...' link.

3 TRO's Webinar and Video Programs - Educate the Travel Agency Community

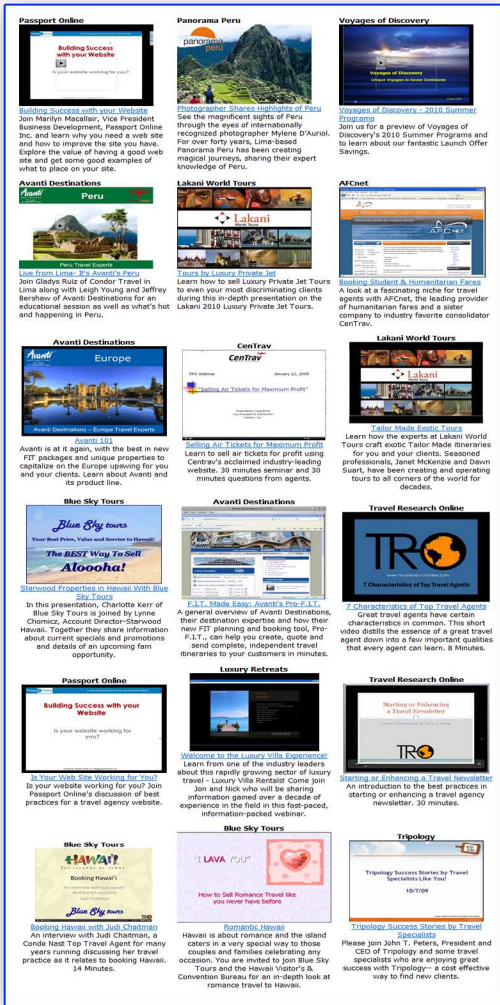
TRO has the most comprehensive and successful Travel Agent Webinar program in the industry.

Promotion - TRO promotes each scheduled Webinar with a dedicated email broadcast and a week-long announcement in the daily Travelgram.

Execution - TRO provides suppliers with an administrative moderator for each Webinar to assist with set-up and a practice session.

Attendance - TRO's track record speaks for itself. In 2010, we conducted over 35 webinars for clients with an average attendance of 150 per Webinar. Suppliers receive the names and email addresses of all agents who register for their webinar.

Archives - The shelf-life of your webinar is not confined to the day of broadcast. TRO records each webinar and posts it on the Webinar page of our website. TRO continually promotes its Webinar Library to travel agents, providing on-going exposure for your company. Webinars also appear in the supplier's online profile in the TRO Tour Operator, Consolidator and Cruise Directory.



TRO's Video Production and Sponsorship

Video Sponsorships - Your company's video available for viewing and for travel agents to forward to consumers. Placed in the TRO Video Library, in the TRO Tour Operator Directory and for selected weeks on TRO's homepage.



4 TRO's Dedicated Email Broadcasts - Tactically Sell Your Inventory

Email Broadcasts - TRO's campaign approach means each email broadcast is more effective. Agents are familiar with your brand, they trust TRO and they **RESPOND** to your tactical sales efforts.



The image shows a digital email broadcast card. At the top right, there is a small button that says "flip card". The main content area features a scenic photograph of a coastline with green hills and turquoise water. Overlaid on the image is the text "Ocean View Kaua'i" in a large, light blue font, followed by "From \$130 per night for two and even more Kaua'i Hot Deals!" in a smaller black font. At the bottom of the card, there are three logos: "Blue Sky tours" in a blue script font, "KAUAI HAWAII'S ISLAND OF DISCOVERY™" in a bold blue font, and "VacationAccess" with a globe icon and the website "www.vaxvacationaccess.com" in a blue font.

[Flip the card](#) for details & more Hawaii Hot Deals

flip card

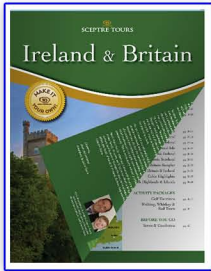


Email Shelf Life - TRO places a link to every email in the daily Travelgram for a minimum of 2 weeks, resulting in an additional response of approximately 15% to each broadcast over the two week period. Each broadcast is also placed in a searchable database for travel agents.

Consumers - TRO's technology permits travel agents to easily forward any email on to consumers. Emails can easily be placed on websites. Your email broadcasts see far greater distribution to travel agents' clients.

5 TRO's Value-Add Program

TRO's commitment to its advertisers does not end with an email broadcast. Our advertising partners achieve a number of value add benefits that greatly enhance the overall ROI of every marketing effort.



TRO's Electronic Brochures

Free to quarterly advertisers and higher. Extend the investment you have in your marketing collateral by letting us convert it to a quick, easily distributed e-brochure.



TRO's Consolidator, Tour and Cruise Operator Directory

Free to quarterly advertisers and higher. An enhanced listing in the directory makes your company highly visible to the 80,000+ agents who depend on TRO for advice on supplier selection.

Free Remnant Space

Semi Annual and Annual advertisers receive any unsold ad unit inventory on a rotating basis. Your company will always receive more advertising than you pay for with TRO.

Travel Specials Database and Travelgram Links

When you do an email broadcast with TRO, we link your travel special to Travelgram for two weeks for better distribution. We enter your travel special into our searchable database where agents can find it up to its date of expiration.

Press Releases

TRO will circulate your news-oriented press releases free of charge in our daily Travelgram. We only circulate our advertisers, so agents see your name again associated with the support you provide TRO's marketing programs.

TRO Advertising Opportunities

We believe
in the value of
marketing **campaigns**

TRO strives in every way to be an exceptional partner for its advertisers. Our electronic platform is the best in the travel trade industry, and we work closely with our clients. Many companies sell email broadcasts. What TRO does is fundamentally different. We represent your company to the travel agency community. We ensure that the travel agents who use our site, read our newsletters and receive our emails know your company as a TRO partner.

Richard Earls, Publisher, TRO
904-371-2991
rearls@travelresearchonline.com

I personally oversee each and every campaign to make certain the value for our advertisers remains high.



TRO User Demographics

Destinations		Packages	
Caribbean and Mexico	92%	Resorts	84%
Hawaii	84%	Cruise	82%
Florida	72%	Luxury	54%
Europe	73%	Honeymoon/Wedding	66%
Las Vegas	70%	Escorted Packages	44%
Asia	38%	Spa	38%
South Pacific	42%	Adventure	36%
Africa	39%	FITs	58%
Central and South America	37%	Groups	72%
Total Sales (Individual Agent)		Total # Agents	
100,000 or Less	32%	Home Based	80,651
100K - 250K	22%	Store-Front or Other	29,748
250K-500K	8%	Leisure	50,903
500K-750K	12%	Corporate	98%
750K-1MM	15%	Independent	2%
1MM+	11%	Consortia or Other	58%
			42%

Rate Card - Our current advertising rates and campaign pricing may be located here: <http://www.travelresearchonline.com/ratesheet>.

Plus 750 Free Destination Guides, Videos, Travel Articles, ePostcards, Marketing Kits, dozens of webinars and the largest online community of travel agents on the internet.

Thumbs Up, Thumbs Down *Les-Lee Roland*



It's a Thumbs Up for Princess and Costa!

Les-Lee's a little unhappy this week folks, but at least she starts off with strong Thumbs Up! If you want to report something well done by a supplier, a res age or rep, we are happy to give them some coverage i TRO's Thumbs Up, Thumbs Down. If you have a problem with airlines, tour companies, etc. or getti commissions, maybe we can assist. Contact Les-Lee

Point-to-Point *Mike Marchev*



Big Ideas: It's your business, do something about it

by Mike Marchev
October 21, 2009

There is a thin line between "customer service" and being a door mat. Remember-you can't be all things to all people.

If there is one common refrain I hear (and if I've heard it

Deck Plans *Ralph Grizzle*



Is Hapag-Lloyd's Europa The World's Best Cruise Ship?

For the 10th ye Lloyd's Europa world's top cru the 2010 "Berlitz Guide to Cruisi Ships." Does Europa deserve the

In the atrium of Hapag-Lloyd's Eur wall lined with plaques recognizn celebrated vessel as the world's l ship. The Berlitz guide thrusts up Plus.

Point-to-Point *Noland Burris*



The Edge Of Excellence: Time is money well spent

by Nolan Burris
October 28, 2009

In my last article I mentioned a curious phenomenon I see over and over again-people who succeed in travel because they "don't know better." I was referring to those who enter the travel industry with little or no experience who do things a little differently than the rest. I talked about those that seem to easily charge rather high

Editorial Musings



A social success

by John Frenaye
October 24, 2009

Hopefully you have been re Research Online for a while and you have emphasis many of the authors are putting such as Facebook, blogging and Twitter. resources, suggestions, tips and tricks. V noticeably missing are the results. Well, alert, some good timing and a little luck, motherlode last weekend. [Read the rest](#)

Publisher's Corner *Richard Earls*



Forward into the past - with a difference

by Richard Earls
October 25, 2009

I spent this week as the guest of the Travel Agents Federation of India (TAFI) at their annual conference in Chiang Mai. It has been a traumatic year for the average TAFI agent. Beyond the economic turmoil and concerns over H1N1, India suffered through the 2008 Mumbai attacks, which they refer to as "26/11". Then, the worst blow of all - airlines informed the agency community that the carriers would no longer pay a 3%