



THE NEXT GENERATION OF TRAVEL TRADE MEDIA

## TRAVEL RESEARCH ONLINE



### 2015 MEDIA KIT

[www.TravelResearchOnline.com](http://www.TravelResearchOnline.com)



## TRAVEL RESEARCH ONLINE

A Real Partnership .....	3
The Travel Trade Dilemma and Solution.....	4
Our Process .....	4

## TRO FOR TRAVEL AGENTS

TRO's Free Services for Travel Agents .....	6
What Travel Agents are Saying about TRO .....	16

## TRO ADVERTISING OPPORTUNITIES

Overview.....	7
Website .....	8
Travelgram.....	9
Email Blasts.....	10
Certification Programs.....	11
Videos.....	12
Webinars.....	13
W2TN.....	14
Value-Add Programs.....	15
Demographics.....	6

# WHAT IS TRO ?

## THE NEXT GENERATION OF TRAVEL TRADE MEDIA

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

## OPPORTUNE MARKETING

Place a product or 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 help understand and sell high-touch destinations and activities.

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## A REAL PARTNERSHIP

TRO is more than media. We represent your company and introduce its image and products to the travel agent community. We have built a solid working relationship with travel agents that will allow for the expansion of your own brand's visibility. We help your company to build your brand strategically and to sell product tactically.





Wendy Perrin,  
*Conde 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

# THE TRAVEL TRADE DILEMMA

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

## THE TRO SOLUTION

TRO’s theory of marketing is both strategic and tactical - we call it “**campaign marketing.**” Our approach is to surround your email broadcasts with banner ads, editorials, social media tools and webinars. Each of these supporting ad units bolsters the impact of the email broadcasts as the agency community has been exposed to your brand from a variety of angles by the time the email is received.

## OUR PROCESS

### 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
- Consumer-oriented feature stories that promote new travel experiences
- Newsletters for agents to use with clients
- A unique Tour Operator & Niche Cruise Line Directory
- Customizable e-postcards and e-brochures
- Social media content
- Hundreds of real-time travel specials in a searchable database
- Professionally produced travel-themed videos, including your own digital media content, that travel agents can send to their clients
- 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

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.

Travel suppliers can take advantage of this market shift. TRO can help.

# 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, all private labeled with the agent’s logo and contact information. TRO provides the tools they need, compliments of your company.

## WHAT DOES TRO OFFER 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

Agents don’t just read TRO in their spare time. They use TRO’s comprehensive educational materials and supplier advertising to support their entire consumer sales effort...

**EVERY TIME THEY BOOK A TRIP.**



# FREE SERVICES FOR TRAVEL AGENTS

With other travel trade media, it's the same story. 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 had access to.

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

**TRO is where travel agents go to work.**

## USER DEMOGRAPHICS

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.

**"You're awesome! Keep up the GREAT work. What a wonderful resource. Thank you, Thank you, Thank you."**

*Sandy Cook,  
Pizazz Vacations*



### 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%
<b>Total Sales (Individual Agent)</b>		<b>Total # Agents</b>	
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%

# TRO PLATFORMS

We believe in the value of marketing campaigns. TRO's Marketing and Advertising Vehicles provide you with strategic market position:

**Website • Newsletters • Email Broadcasts  
Certification Courses • Videos • Webinars • W2TN**



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, it's exactly the way you market your own business. And it's been a vital component of travel trade media for a long time.

## AN AFFORDABLE INVESTMENT THAT WORKS

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

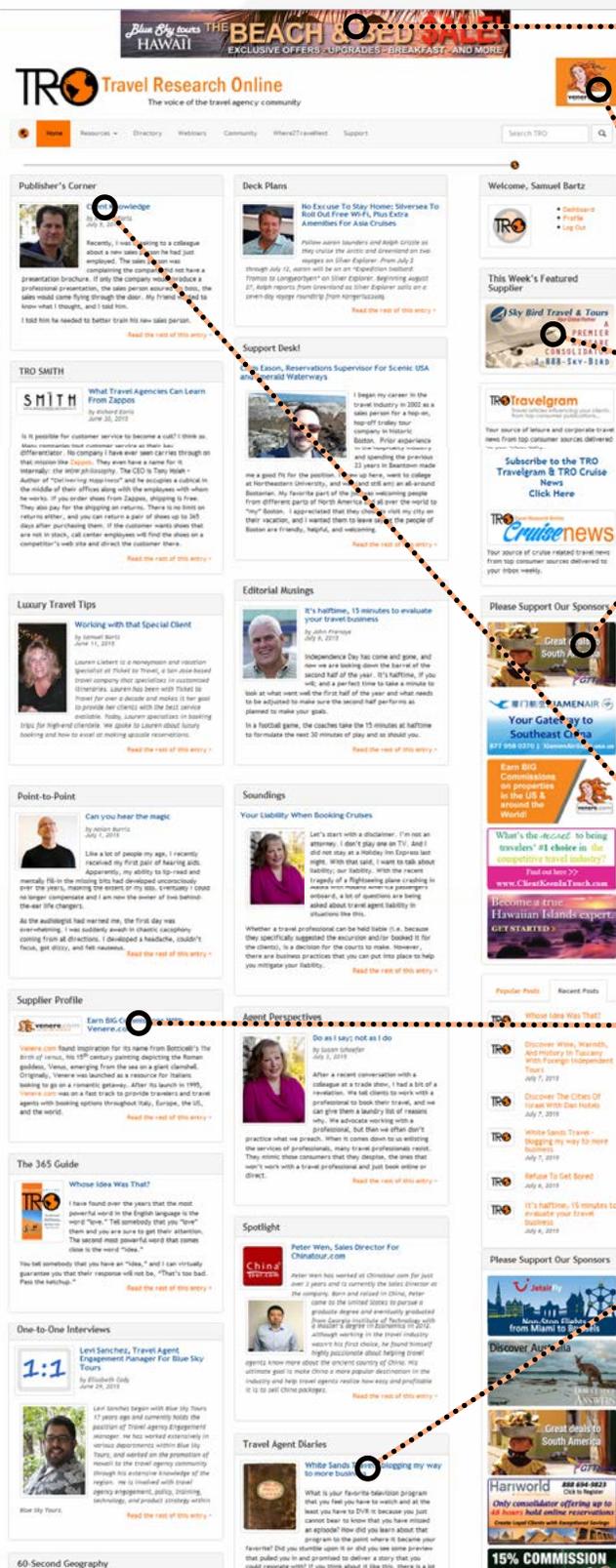
- **Strategic Branding:** Banner ads and advertorial raise your company's profile. Travel agents associate your products with the marketing tools they receive at TRO
- **Tactical Sales:** TRO's email broadcasts are well received by travel agents who are already familiar with your company due to strategic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

**"I TRULY love the Destination information. It is 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*

**Rate Card:** Our current advertising rates and campaign pricing can be found at: [www.travelresearchonline.com/blog/index.php/advertising-ratesheet/](http://www.travelresearchonline.com/blog/index.php/advertising-ratesheet/)

# PLATFORMS: WEBSITE



**Leaderboard Ad:** Appears “above the fold” on every page of site. Tens of thousands of monthly impressions throughout the site to 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 to complement their business are 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 one of our own videos that you sponsor is available for viewing and ready for travel

# PLATFORMS: NEWSLETTERS

Our most popular publication circulated to the full database Monday through Friday.

**TRO Travelgram**  
Travel articles influencing your clients, from top consumer publications...

sponsored by: **Transam Travel** 800-822-7600  
earn up to 10% commission

Monday, May 5, 2014

**Destinations**

**48 Hours In: Pisa**  
The gateway to Tuscany is worth a visit in its own right, to explore ancient landmarks, fine food and glittering festivities... *The Independent*

**10 Best Things to Do in Mexico**  
In the news, it sometimes seems like Mexico is all about gun violence and spring-break foam parties, with precious little in between. But the country's enduring popularity is a testament to its many charms... *Smarter Travel*

**Tours and Activities**

**Barcelona's best cheap restaurants**  
A guide to the best cheap restaurants, tapas bars, ice cream parlours and brunch stops in Barcelona, Spain, chosen by our city expert ... *Telegraph (London)*

**Bike Tours and Trips**  
Seeing the world by bicycle is an increasingly popular option for travelers – even those who may not consider themselves athletes. We've outlined some common questions about bike tours to help you get started... *Independent Traveler.com*

**10 best tacos to put the sizzle in your Cinco**  
Cinco de Mayo, a minor Mexican holiday with growing popularity in the USA, is a great time to go out for tacos. The once-humble street food is on the menu at some of the nation's trendiest restaurants... *USA Today*

**Cruise**

**Cruise News Shorts: Wes Anderson Takes to the Seas; Celebrity Cruises Adds Bars & More Cruise News**  
Every week we catch wind of so many cruise news, we don't always know what to do with it. But a few standout bits sometimes catch our attention. Here are some interesting snippets we think you might like to know about... *CruiseCritic.com*

**Norwegian Cruise Ship Delayed by Propulsion On One Year Anniversary**  
Norwegian Breakaway had to be tugged back into its New York City homeport on the same day the cruise line planned to celebrate the ship's one year anniversary... *CruiseCritic.com*

**Explore Bermuda's best shore excursions**  
Famous for its gorgeous pink sand beaches and balmy weather, Bermuda is a popular destination for cruises from late April through October... *USA Today*

**Travel M.B.A.**  
The Travel Marketing and Business Academy  
Learn how to run a successful travel business. **GIFTED** Travel Network

**OASIS**  
JOIN OUR COMMUNITY  
JOIN NOW

**Banner Ads:** 5 days a week, TRO's Newsletter 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.

**Feature 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 a much longer shelf life.

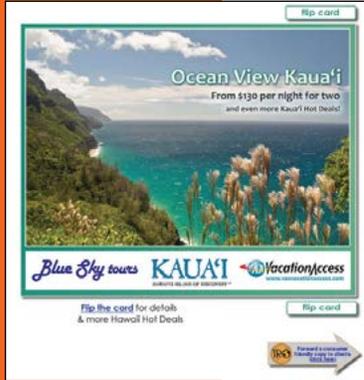
**Featured Articles:** Articles from TRO's website featured for a day in the Newsletter. Increases impressions on the Article Sponsorship.

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

# PLATFORMS: EMAIL BROADCASTS

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

TRO's campaign approach means each email broadcast is an effective one. As agents become familiar with your brand, they extend their trust of TRO to respond to your tactical sales efforts.



### Email Shelf Life

TRO places a link to every email in the daily Travelgram for a minimum of two 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 even travel agents to forward any content on to consumers. Emails can even be installed on websites allowing your email broadcasts to see far greater distribution to travel agents' clients.

### Where2TravelNext

TRO's **Where2TravelNext** program is unique to the travel trade industry. We are currently marketing directly to over 150,000 consumers on behalf of hundreds of travel agents. Your travel specials are sent directly to consumers in an email private labeled for hundreds of travel agencies. We intend to grow this program many fold over the next year.

Travel-related emails are placed in our **Facebook App** at no additional cost and distributed through over 900 travel agencies to their clients. A listing in the TRO website Travel Specials database is included.

TRO has the most comprehensive and successful travel agent Webinar program in the industry.

**E.E.I. TRAVEL**

Special Deals From Around the World

**E.E.I. TRAVEL TAKING THE TROUBLE OUT OF TRAVEL**

Tired of doing all the hard work and the endless internet searches? E.E.I. Travel's team of experts is dedicated to providing you with the help and information that will keep your customers coming back. Let our highly experienced team:

- Help you select products based on your clients' needs, with our first-hand destination knowledge
- Take you through your itinerary step-by-step, helping you avoid problems before they happen
- Give you the advice & information that will make you the expert
- Organize all travel needs in a single, time-saving phone call or email
- Provide you with competitive commission and vacation pricing

Call 800 927 3876 or e-mail to request a quotation or for more information on our Worldwide product range.

**Spotlight Packages**

**Express Paris from \$329 per person**  
Whether this is your first time in Paris or your tenth, with a rate this competitive it is too good to miss. Visit the City of Light, and see the Eiffel Tower, Montmartre, and the Louvre or simple sip cafe au lait in a chic curb side cafe.

**Package includes**

- 6 nights hotel accommodations
- Roundtrip shared airport to hotel transfers
- Bateaux Mouches River Cruise on the Seine
- Continental breakfast daily
- Hotel taxes and service charges

**Express London from \$469 per person**  
See the sights of London with this simplest of packages. With transfers to & from the airport included, and a tour of London, you can sit back and relax with the only worry being what you should do next...

**Package includes**

- 6 nights hotel accommodations
- Roundtrip shared airport to hotel transfers
- Original London Sightseeing Tour
- Continental breakfast daily
- Hotel taxes and service charges

**Express Rome from \$489 per person**  
Whether you explore monuments, palaces & artifacts dating back to the Roman Empire, or visit the Vatican, the smallest sovereign state in the world, you will be amazed by all there is to see & experience in Rome.

**Package includes**

- 6 nights hotel accommodations
- Roundtrip shared airport to hotel transfers
- Half-day Rome sightseeing tour
- Continental breakfast daily
- Hotel taxes and service charges

Be sure to ask your E.E.I. Travel Expert about adding roundtrip air from all major US airports!

**EMAIL OR CALL YOUR SALES REPRESENTATIVE**  
(800) 927-3876  
[Chris.Herrington@europexpress.com](mailto:Chris.Herrington@europexpress.com)

**Contact Information**  
For Reservations Call: (800) 927-3876  
Remember, E.E.I. Travel also offers **Group Travel!**

For Customized Group Travel Call: (800) 565-7236 or Request a Group Quote  
**Group Call Does It All!**

E.E.I. Travel offers customized vacations and Air-inclusive packages.

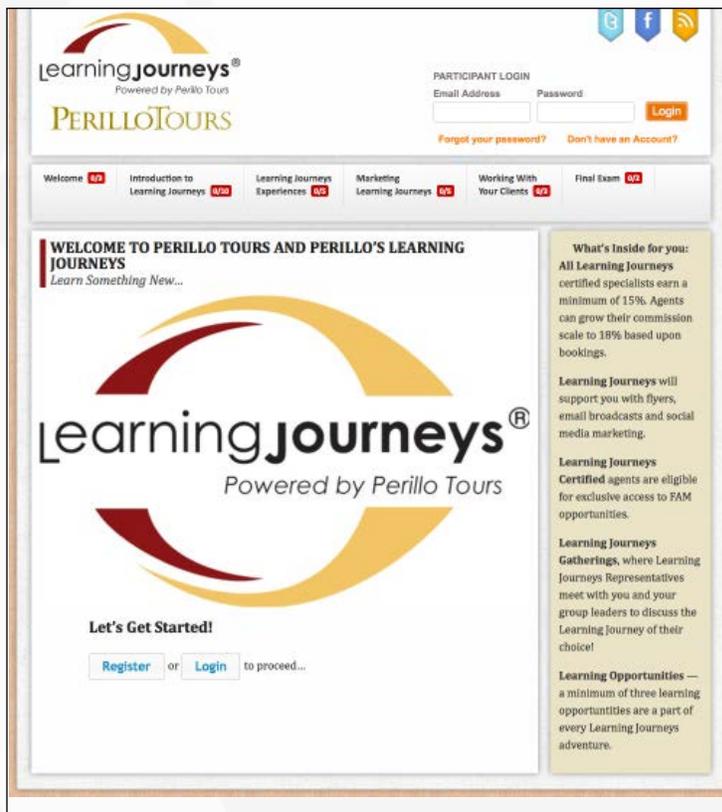
Call a Reservation Specialist and book your clients today!

- Escorted Tours
- City Packages
- A La Carte Hotels
- Self Drives & Car Rentals
- City Packages
- Multi-City Rail
- Combos
- Stopovers
- Stay Packages
- Air (Coach & Business Class)
- Insurance
- Sightseeing
- Transfer Services
- Rail
- Hotel Voucher Programs
- Dining
- Walking Tours
- Canal Barge Programs
- Air-Inclusive Specials

**USA**

# PLATFORMS: CERTIFICATION PROGRAMS

These programs are designed to teach travel agents about a destination or a supplier's programs. The certification program provides in-depth information on the product or destination and how to market and sell the program. Travel agents completing the program take a brief examination and are awarded certification by the supplier or destination.





## PLATFORMS: VIDEOS

Our videos provide a unique service to travel agents about specific destinations and promotions, presenting clients with a creative and visual example of destinations that they could travel to through your company. Our videos are not only aesthetically appealing but also inspire an attitude to get out and travel. Travel agents that use this media outlet not only encourage their clients to travel but to book their trip through their specific agency.



# PLATFORMS: WEBINARS - AMAZING ROI!

## Educate the Travel Agency Community

The value of webinars resides in the quality of the travel agents who attend. Webinars offer an opportunity for your company to personally relay your values and aspirations to the individual agents. Agents who attend webinars have a keen interest in your programs. TRO has the most active and productive webinar program in the industry.



## Promotion

TRO promotes each scheduled webinar with two dedicated email broadcasts and a week-long announcement in the daily Travelgram and on the TRO webinar site.

## Execution

TRO provides suppliers with an administrative moderator for each webinar to assist with set-up as well as an introductory practice session.

## Attendance and ROI

TRO's track record speaks for itself. Each year we conduct over 50 webinars for clients. 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 ongoing exposure for your company. Webinars also appear in the supplier's online profile in the TRO Tour Operator, Consolidator, and Cruise Dictionary.

## Promotional Video Production and Sponsorship

Your company's video is available for viewing and ready for travel agents to forward to consumers. Your content is promptly accessible in the TRO Video Library, in the TRO Tour Operator Directory and for selected weeks on TRO's homepage. TRO's Promotional Videos can be used as tools for travel professionals on their sites, in their social media marketing and elsewhere.

***TRO puts nearly the same number of agents into webinars as competitors who charge 7 times as much! Measure your ROI with TRO and see who comes out ahead: you do.***

# PLATFORMS: WHERE 2 TRAVEL NEXT (W2TN)

The W2TN Newsletter Program is a professionally generated newsletter and travel specials program that travel agents can send to their clients. The Newsletter program generates leads for their travel practice. Each newsletter is private labeled for their agency, with a contact information and email address. All leads come directly to the agent.



**Explore Spain!**  
An Amazing Destination Worth Discovering

Euroce Express recently operated an amazing trip to the beautiful country of Spain. The group visited the cities of Barcelona and Seville and were able to do hotel site inspections, sightseeing overviews, as well as take in some of the world renowned Spanish hospitality. We hope that someday you too will be able to take an excursion to Europe, but for now here is a bit of helpful information courtesy of the Tourist Office of Spain in Los Angeles.

**Madrid:** Spain's capital, well known for its legendary nightlife, is also a true art lover's paradise. Three of the most important art galleries in the world, the Prado Museum, the Reina Sofia Museum and the Thyssen-Bornemisza Museum, are all within a ten-minute walk from each other and all right in the heart of the city. Madrid has also seen an increase in trendy new boutique hotels that offer cutting-edge design along with all the latest technological amenities. Madrid's fashionable hotels, outstanding shopping and fascinating history make it a must-see destination!

**Barcelona:** A cosmopolitan Mediterranean city that offers Roman ruins, medieval districts and arguably the world's most beautiful Modernist architecture. It is the home of famous artworks from artists such as Dalí, Gaudí and Picasso. This vibrant Catalan capital has a fabulous dining and entertainment scene making it a perfect destination.

**Valencia:** This vibrant...

Agents can add travel specials directly to their Facebook page or Website. Agents can extend their consumer reach via social media by adding travel specials to their Facebook page. TRO supports the agents' marketing efforts every step of the way with:

**VIDEO BUMPERS:** Agents customize branding added to any of our Videos!

**ARTICLES:** Increasing the depth of their websites with Travel Articles - written by our staff authors!

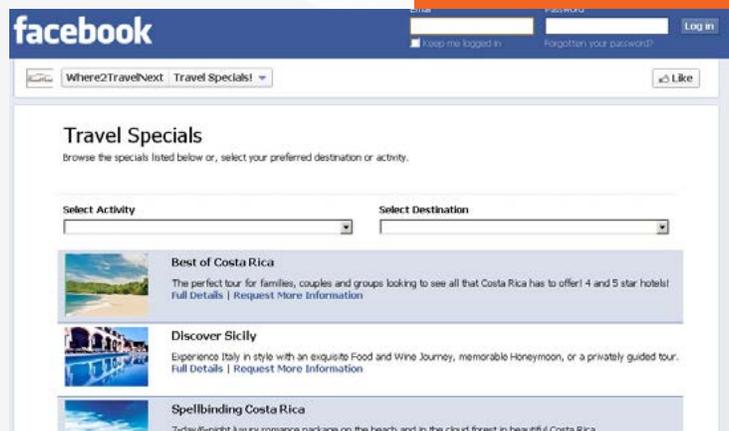
**CLIMATE:** What's the weather in June in Dublin? Travmarket Climate can tell!

**CLOCKS:** What time is it in Reykjavik? London? Dubai?

**QUOTES:** Display a Travel Quote of the Day to inspire clients

**VIDEOS:** Dozens of travel videos for your website or to email to clients

**AND EVEN MORE...**

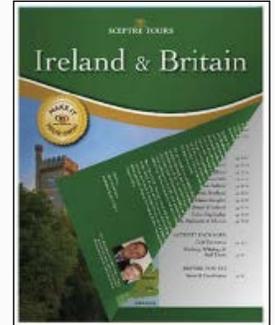


# VALUE ADD PROGRAM



## 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 in our Travelgram for two weeks for better distribution. We enter your travel special into our searchable database where clients can find it up to its date of expiration.

## Press Releases

TRO will circulate your news-oriented press release 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.

# WHAT ARE OUR CLIENTS SAYING?

“**TRO has been wonderful to work with** from the supplier side. 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. 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. 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.”

**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 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*  
President, Travel Media Group  
USA TODAY

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

**Richard Earls**,  
Publisher, TRO





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