

Travelwhere ?

Your specialist holiday search...

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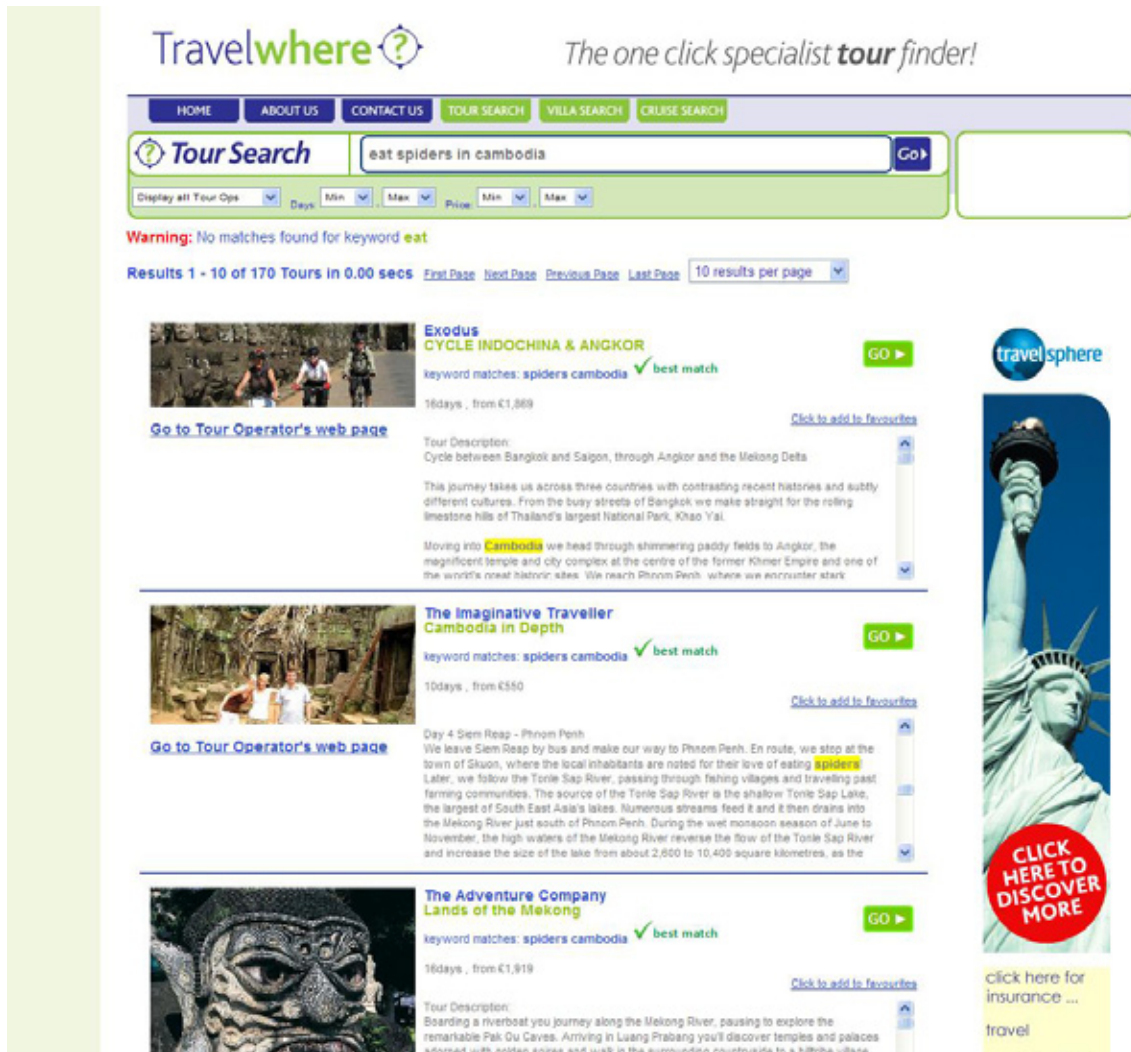


The specialist travel advertising platform

What is Travelwhere?

Travelwhere is a vertical search engine which aggregates a wide range of unique and exciting holiday experiences and makes them accessible in one place via a keyword search.

It differs from existing travel search providers and advertising networks in that its focus is primarily on providing results to long-tail enquiries from specialist tour operators.



Travelwhere search engine results page



In addition to providing travel search functionality, it can also serve as a powerful contextual advertising platform. Engaging and inspiring content on the web and in apps can be coupled with relevant and compelling product offerings.

These product offerings enable a customer to immediately turn inspiration into action thus monetizing content and increasing advertising revenue for publishers.

Current scenario

- More consumers want more interesting and different holiday experiences. Bucket lists filled with experiences such as "Climb to Everest Base Camp" or "See the Gorillas of Rwanda" are emerging in place of holidays in which departure date, party size and airport are the defining features.
- While many companies offer products relating to the type of experiences described above, this information is usually scattered over an array of sites and research is time consuming and difficult.
- Publisher sites often offer a range of travel searches which generally focus on mainstream holiday offerings and do not fulfill consumer appetites for unique experiences.
- Many publishers produce highly engaging travel content which is coupled with holiday searches or sponsored advertising that are irrelevant and uninspiring.
- Publishers are increasingly under pressure to grow digital advertising revenues and to find new sources of income.
- Advertisers increasingly question the value of random click-throughs and prefer a performance based approach. There is also a significant gap between an anonymous click-through and a booking in which qualified leads could be generated and converted.

The travel industry forces you into a certain way of making a decision and if the traveler wants options they have to invest a huge amount of time on the internet.

It's time to find innovative ways to search that are more in tune with the way people actually search.

Ian Wheeler

*Vice president of marketing and distribution of Amadeus (Global distribution giant).
(Travolution - November 2010)*



How it works

In its most basic implementation, a user enters a set of keywords describing their desired experience into a text search field. Travelwhere returns a single listing of results relevant to the keywords which can then be refined and sorted according to relevant criteria.

Further detail on results can be reviewed from the listing and results can be saved to a favourites listing. The listings also enable a user to deep link directly to the relevant product and booking pages on the operator’s website.



The following are some further business applications of the generic offering described above within the context of media and publishing:

- **General search** – a text search widget linking through to white-label results pages can be added to web pages offering specialist tours and experiences either as a complement or a substitute for existing offerings such as flight and hotel searches.
- **Contextual advertising** – a widget providing a set of results based on article keywords or tags can provide product relevant to travel articles describing unique and exciting experiences. This widget can link through to a white-label page featuring further results and details regarding each.
- **Print advertising extension** – supplement featured products and advertisers in print publications by linking to a white-label Travelwhere listing page from a printed page using QR codes.
- **Archive content monetisation** – monetize non-perishable archived content with contextual advertising by producing vertical publication “bundles” as websites or apps.



Differentiators

- Exciting and unique travel results
- More relevant results via contextual advertising
- Better usability during research process
- Higher advertiser return through increased conversion of a greater number of well qualified leads
- Higher publisher revenue through improved yields and new revenue generating opportunities (e.g. vertical sites and “bundles”)

Commercial model

Travelwhere supports a number of different commercial models for advertisers in order to best align with a publishers existing advertising packages. The following are some

- Pay per click (standard click-throughs)
- Pay per lead (qualified leads containing customer name and contact details upon which an advertiser can follow-up)
- Pay per acquisition (either where online booking or a voucher redemption system is available)
- Listing fee / classifieds (set fee to be included in the search or to have a premium listing with preferential placement of products)

The commercial model offered by Travelwhere to publishers is based on revenue share, software licensing or a combination of both. Travelwhere also provides professional services relating to integration, configuration and customization of its offering on a time and materials basis.



Contact us

Thank you for your interest in Travelwhere and the opportunity to present this information. We look forward to exploring our offering within the context of your business with you.

Please do not hesitate to contact us should you have any further questions or require any additional information.



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