

# Media Kit



Traveler Series Incorporated



# Traveler Series Inc.

## About Us

Established in April 2002, Traveler Series was one of the first companies to enter the hotel comparison site industry. With over twenty years of development, it has become a major player in the online travel market. Tending to multiple demographics, we are devoted to connecting guests to hotels across the United States, Canada, and Great Britain. Major hotel groups recognize Traveler Series as not only the leading resource, but as a trusted and cost effective media for attracting new business.

### Our Mission

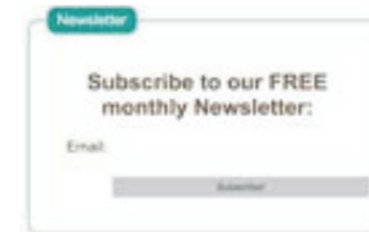
*“It is our mission to provide hotels with inexpensive marketing that results in an increase of business.”*

*–Peter Hemming, Publisher*

# Our Newsletter



TSI understands that building trusted relationships is the key to success in this highly competitive online hotel travel market. Because of strategic focus on delivering value, Traveler Series has been able to garner over 17,500 enhanced hotel listings with an overall accessible hotel database of about 150,000 hotels. So how do we direct our guest to these hotels?



Each website links to our monthly newsletter and provides our guests with the option of becoming a subscriber. Over the years we have accumulated more than 2,400,000 subscribers who are interested in travel. Each month our subscribers receive an email that directs them to a composed list of articles from well known sources. This gives them a varitey of travel news in one spot.

Each article links to that month’s featured hotel and to our four travel sites. This drives an average of 1,400,000 travelers in search of hotels to the Traveler Series each month. Because of its success, TSI has been able to forge joint marketing partnerships, recommendations, and endorsements amongst the clients it serves. This includes large hotel groups that control the majority of hotel rooms in the United States across all the major and independent hotel brands.

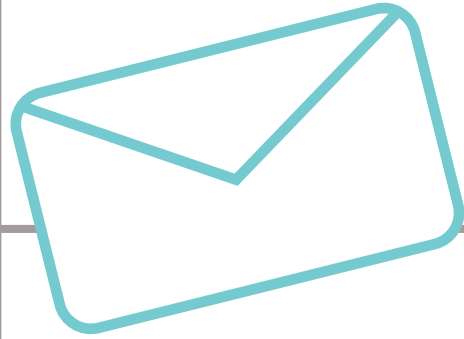


### Interested in travel?

Check out our travel sites:







## Messages From our Subscribers

For over 20 years Traveler Series Inc. has provided travel information to over 2 million subscribers. As a result, we have had years of positive feedback from those who use our sites for their travel needs. Below are only a few examples of feedback we have obtained:

*"I'm working on a movie in North Carolina and the 3D maps of various speedways on the area of your website (<http://www.motorsportstraveler.com/tracks.cfm>) have been invaluable.  
Thank you,  
  
Mark M."*

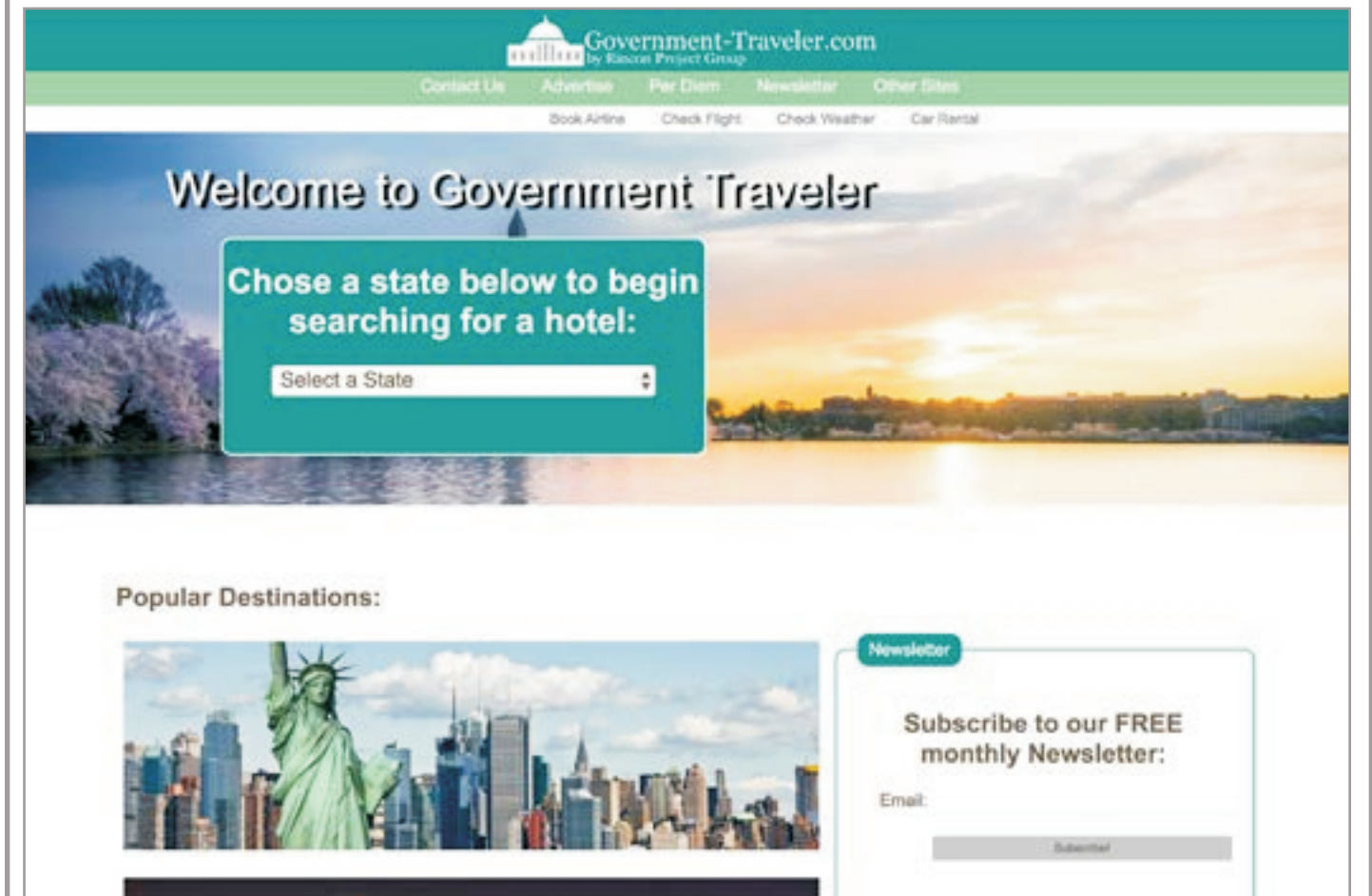
*"I love reading your newsletters, so informative with interesting facts...Thanks to all who contribute putting it together for us."  
  
Donna P.  
Johnson Controls, Inc.,  
FGSP*

*"I have never had a bad reservation at sites I picked from your web site while vacationing...I can honestly say that I haven't one problem or was I disappointed in anything that was advertised. I don't know if it's your researching or just good choosing, But, you have an unusually high rate of customer satisfaction and I will use your site choices 100% in the future. Thank you and keep up the good work. We seniors need reliable companies to deal with."  
  
Charlie F.  
Middlefeld, CT*

*I've been using government traveler for about 2 years now. It really makes selecting hotels and making arrangements for training so easy..."  
  
Melanie K. (PKI)  
United States Army*

*"I have been enjoying the newsletter each month and think of it as my 'vacation break' each time I open and read it! Thank you for such an informative and interesting newsletter."  
  
Flora J.  
State of Alaska*

## www. Government-Traveler.com



[www.government-traveler.com](http://www.government-traveler.com) is the premier site for hotels dedicated to serving federal, local, and military government travelers. It's the most popular site in the Traveler Series and has become one of the top destinations of any travel website dedicated to government travelers in search of hotels to stay. A majority of the hotels participate in a brand or property management program that assures the government traveler that the hotel meets the minimum standards required for government employees.

Each listing includes a description of the hotel and amenities, photos, logos and full contact information. Depending on the hotel, reservations may be made through a general reservation service or directly through the hotel website.

Resource links for Government Traveler:

- Per diem finder
- FEMA information
- Weather
- Car rental
- Flight booking
- Newsletter



# www.Americas-Traveler.com



[www.americas-traveler.com](http://www.americas-traveler.com) is a popular hotel travel site that serves corporate and leisure travelers in search of special travel deals and packages.

It's a user friendly comprehensive search tool showcasing hotels part of Traveler Series that offer attractive rates across the United States.

Each listing includes a description of the hotel and amenities, photos, logos and full contact information. Depending on the hotel, reservations may be made through a general reservation service or directly through the hotel website.

Resource links for Americas Traveler:

- Per diem finder
- Weather
- Car rental
- Flight booking
- Newsletter

# www.Golf-Traveler.com



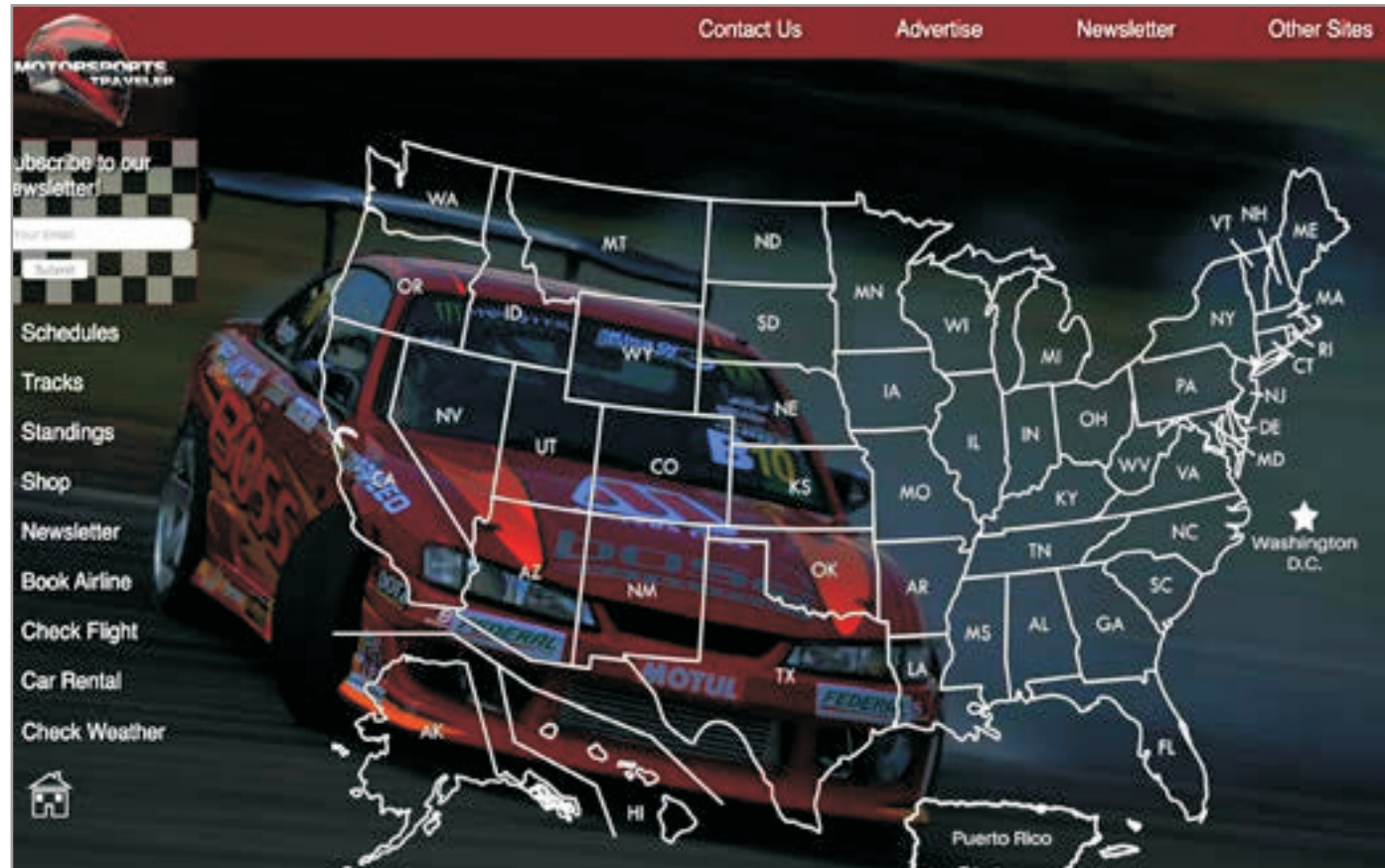
[www.golf-traveler.com](http://www.golf-traveler.com) is a hotel travel site specifically targeting the golf enthusiast. Travelers to a golfing venue can easily locate a hotel in the vicinity. Conversely, travelers can look-up a golf course in the area of their destination city. Starting with a database of over 750 championship courses, the Traveler Series adds new golf courses to its database to accommodate new hotel listings every day.

The golf club/course name and the city is listed for hotels within a 25 mile range. Many of the courses have their own website link to get more enhanced information. Each listing includes a description of the hotel and amenities, photos, logos and full contact information.

Resource Links include:

- Golf rules
- 100 Greatest Golf Courses
- Newsletter
- Car Rental
- Weather
- Advertisement





Motorsports enthusiasts use this site to find hotels near racing events they plan to attend. Race track and event information links are cross-referenced by cities in and around the race venue.

[www.motorsports-traveler.com](http://www.motorsports-traveler.com) is the most comprehensive single source hotel travel site devoted to motorsports enthusiasts.

Each listing includes a hotel logo, photograph, description, directions to the property, contact information, and website links. Additionally, special links to find various event standings, track information, schedule of race events, and racing memorabilia and merchandise.

Additional travel resource links include:

- Weather
- Travel advisories
- Car rental
- Flight booking
- City guide
- Newsletter link

## Listing with Traveler Series

Los Angeles, CA

PREMIERE PROPERTIES

RECOMMENDED HOTELS

For an additional \$200 your hotel can be placed at the top of your city page. Premiere listings connect our guest directly to your booking site which increases the amount of reservations received on average by 15%.

Recommended Hotels are listed in alphabetical order and on average receive 120-140 reservations each year.

Our guests enjoy making informed decisions and we enjoy giving them the tools to do so. Each hotel listing gives our guest the hotel's full contact information, directions to the hotel, images and descriptions of the property, and a complete list of amenities. We also include social media links, awards, and virtual tours if the hotel provides this information over the phone or through their brand site. We want to frame each hotel in the best light in order to generate reservations and we do so by communicating directly to each hotel's owner or general manager and by contacting each hotel annually for updates.

Brand Logo

Contact Info

Links to hotel booking site

Directions

Forms of Payment accepted

Photos

Social Media Link

Virtual Tour Link

Description

List of Amenities





# Traveler Series

By Rincon Project Group

## Listing Application

### How to sign up today:

To sign up today contact us at 805-682-4422, or fax this complete form to 805-687-4462. In just over an hour your listing will be ready to review and if there are any changes needed to be made we will do so immediately. Following payment you will receive a paid-in-full invoice and receipt via fax/email.

\$395



[www.government-traveler.com](http://www.government-traveler.com)  
Federal, Local & Military Travel Market

\$395



[www.americas-traveler.com](http://www.americas-traveler.com)  
Corporate & Leisure Travel Market

\$395



[www.motorsports-traveler.com](http://www.motorsports-traveler.com)  
Motorsports Enthusiasts

\$395



[www.golf-traveler.com](http://www.golf-traveler.com)  
Golf Enthusiasts

List in ALL of the above for 12 months for one time annual price of just \$695

Add ons:  List your hotel in an additional city (\$100)  Get 15% more reservations by adding a Premiere Listing (\$200)

Hotel Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_ CVV: \_\_\_\_\_

Address: \_\_\_\_\_

Authorized by: \_\_\_\_\_

Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

The Traveler Series Inc  
Tel: (805)682-4422 Fax: (805) 687-4462  
3007 1/2 De La Vina, Santa Barbara, CA 93105  
[www.travelerseries.com](http://www.travelerseries.com)



# Canadian-Traveler.com

Part of the Traveler Series

## Traveler Series Inc. Listing Invoice

Hotel Name: \_\_\_\_\_

Date: \_\_\_\_\_

Term: On receipt

Check all that apply:

\$295 US

[www.Canadian-Traveler.com](http://www.Canadian-Traveler.com)

Corporate & Leisure Travel Market

Increase your projected reservation count by 30-40% with a **Premiere Listing** (\$150 US)

List your hotel in an **Extra City** (\$75 US)

Card #: \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_ CVV: \_\_\_\_\_

Name on card: \_\_\_\_\_

Address: \_\_\_\_\_

Authorized by: \_\_\_\_\_ Title: \_\_\_\_\_

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