



FOREWORD | WHO ARE WE?

Delivering engaging and streamlined information to the global travel industry and embracing state-of-the-art digital expertise to connect travellers and travel industry professionals, Travel And Tour World has fast become an inevitable abundance in the recent times.

An all-inclusive digital travel magazine catering to a huge pool of audience worldwide is currently synonymous to an irreplaceable platform to keep one abreast of the latest trends and events in the industry along with being an indicator cum supporter of the travel industry's incessant growth.

This distinctive digital monthly is distributed free in more than 100 international travel trade shows to the decision makers of the global travel industry. Readers from all corners of the world directly or indirectly connected to the travel industry including niche readers such as Tourism Board Officials, Tour Operators, Travel Agents, Destination Management Companies (DMCs), MICE Planners swear by us when it comes to fast, reliable and easy-to-access information.

Imposing a lucrative prospect to reach the most eminent travel industry leaders around the world, it is certainly becoming one of the most subtle yet efficient business tools to engage, involve and influence travellers and travel service providers.

Along with an innovative iOS and android app up the sleeve, delve into Travel and Tour World in a unique flip-book format for an upright global outlook through profound coverage of all tourism sectors including prominent hotels and its reviews, airlines, destinations, cruises, meeting and convention centres and lots more. From MICE destinations to awe-inspiring locations, TTW wraps it all.

BENEFITS

Distributed and notified electronically to ensure on-time delivery



Cover your events on time



Meet your potential consumers through multiple digital platforms



Advertisement remains forever - articles and ads on archive



Promote your brand globally



Offers the most economical global branding



Cost-effective advertising options



Live links from the advertisements to the advertisers' websites



Tracking readers and analysing options



Exclusive videos, newsletters, event details and lots more



CIRCULATION

We have an expansive and a diverse database of faithful readers who swear by us. From thrilling hot spots for the daredevils to picturesque locales for family rendezvous as well as the best getaways where business and pleasure can go hand in hand – we tap it all. Thus our readership spans across a number of countries and includes first-hand travellers, tour operators, travel hoteliers, adventure travel companies, business travellers, medical tour operators, spa owners, MICE and incentive travel planners. With our extensively responsible and eco-friendly circulation, admired and idolized all over the world we aspire to reach more in no time. Our simple yet effective circulation involves:

- ☑ Digital hard copies (avg. 2000 CDs) of the magazine distributed in more than 100 international travel trade shows
- ☑ Our daily-newsletters reach more than a million mailboxes every day
- ☑ Travel industry experts including MICE planners, DMCs, Travel agents read and share our magazine



WEBSITE ANALYTICS

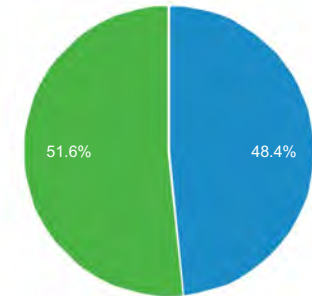
Average monthly

Audience Overview



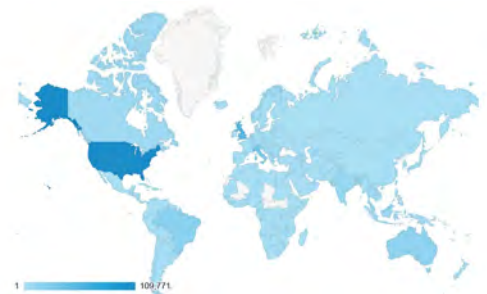
Average monthly

■ New Visitor ■ Returning Visitor



Top 10 countries

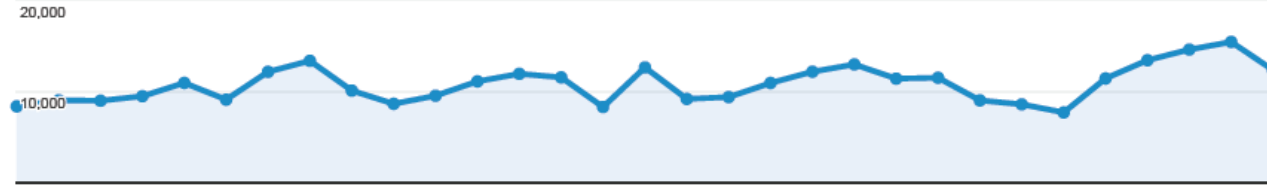
Country	Acquisition			Avg. Session Duration
	Sessions	% New Sessions	New Users	
	486,963 % of Total: 100.00% (486,963)	48.34% Avg for View: 48.30% (0.04%)	252,406 % of Total: 100.04% (252,302)	00:13:12 Avg for View: 00:13:12 (0.00%)
1. United States	159,626 (32.75%)	49.51%	79,813 (35.45%)	00:09:16
2. United Kingdom	76,745 (15.76%)	48.30%	37,068 (15.88%)	00:14:09
3. Italy	42,220 (8.67%)	56.40%	23,812 (9.64%)	00:07:24
4. Brazil	25,468 (5.23%)	56.60%	14,415 (5.83%)	00:13:41
5. Australia	21,913 (4.50%)	48.42%	10,610 (4.54%)	00:10:37
6. Malaysia	16,167 (3.32%)	58.38%	9,438 (3.34%)	00:20:30
7. Taiwan	15,485 (3.18%)	50.50%	7,820 (3.05%)	00:24:55
8. India	15,145 (3.11%)	40.05%	6,134 (2.21%)	00:15:44
9. Canada	9,009 (1.85%)	28.15%	2,535 (1.16%)	00:09:40
10. Thailand	7,304 (1.50%)	45.01%	3,352 (1.36%)	00:13:08



Average monthly

New vs. Returning

● Sessions



User Type	Acquisition				
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration
	486,963				
	% of Total: 100.00% (486,963)	48.34% Avg for View: 75.34% (0.04%)	252,406 % of Total: 100.04% (252,302)	9.98 Avg for View: 9.98 (0.00%)	00:13.12 Avg for View: 00:02:12 (0.00%)
1. New Visitor	252,406 (75.37%)	100.00%	252,406 (100.00%)	9.65	00:09:35
2. Returning Visitor	251,551 (51.66%)	0.00%	0 (0.00%)	10.31	00:16.56

Average monthly

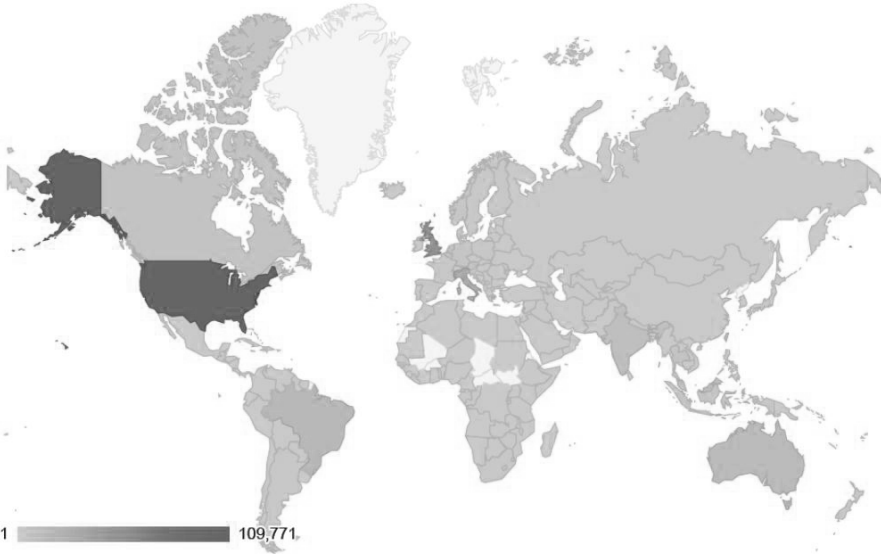
Overview by Technology

● Sessions



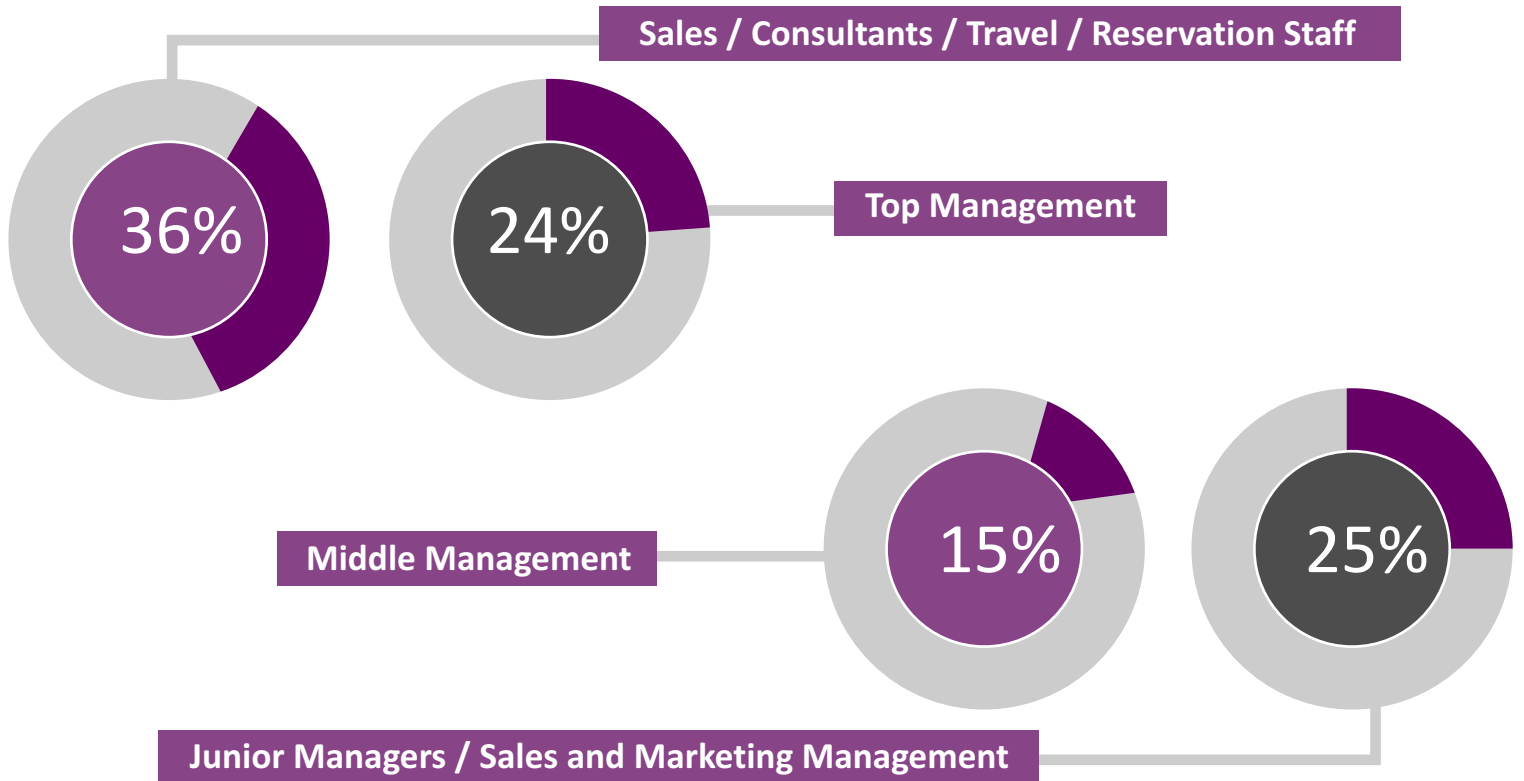
Device Category	Acquisition				
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration
	486,963	48.34%	252,406	9.98	00:13:12
	% of Total: 100.00% (334,896)	Avg for View: 48.30% (0.04%)	% of Total: 100.04% (252,302)	Avg for View: 9.98 (0.00%)	Avg for View: 00:13:12 (0.00%)
1. desktop	448,322 (92.07%)	53.35%	237,860 (94.24%)	10.28	00:28:28
2. mobile	26,587 (5.46%)	36.26%	9,640 (3.82%)	6.40	00:04:42
3. tablet	12,027 (2.47%)	40.79%	4,906 (1.94%)	7.05	00:06:52

DEMOGRAPHICS

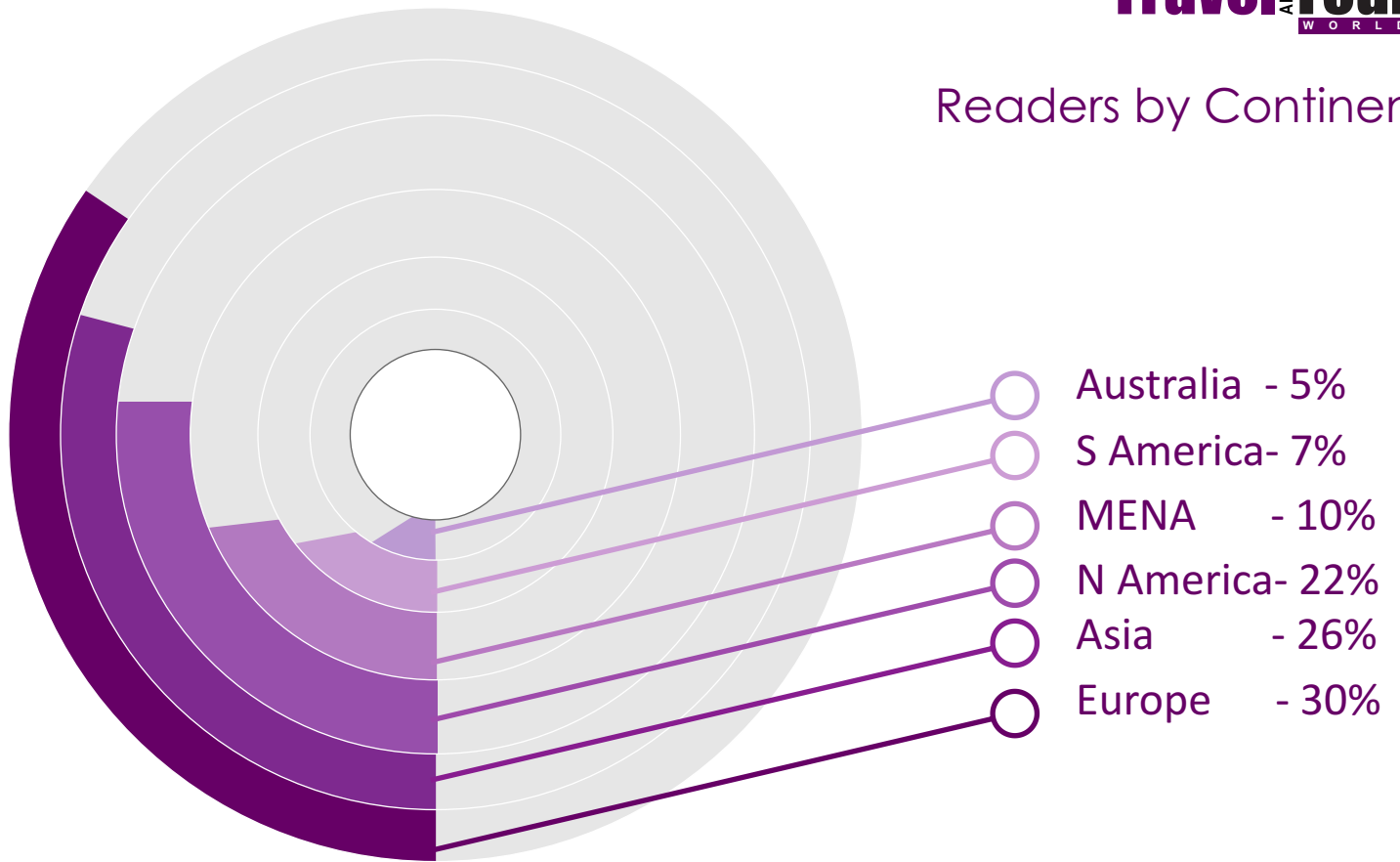


Like a person is known by the company he keeps, a publication is known by its readers. Travel And Tour World boasts a huge readership which includes travel industry experts from an assortment of renowned travel service providers, airline chiefs, hotel & resort owners, award-winning travel agents, opulent leisure travellers, MICE industry experts, tourism professionals, engaging industry leaders and more. Gauging our readership on the basis of their demographic segmentation, will help you understand the secret behind the exponentially growing fame of Travel And Tour World.

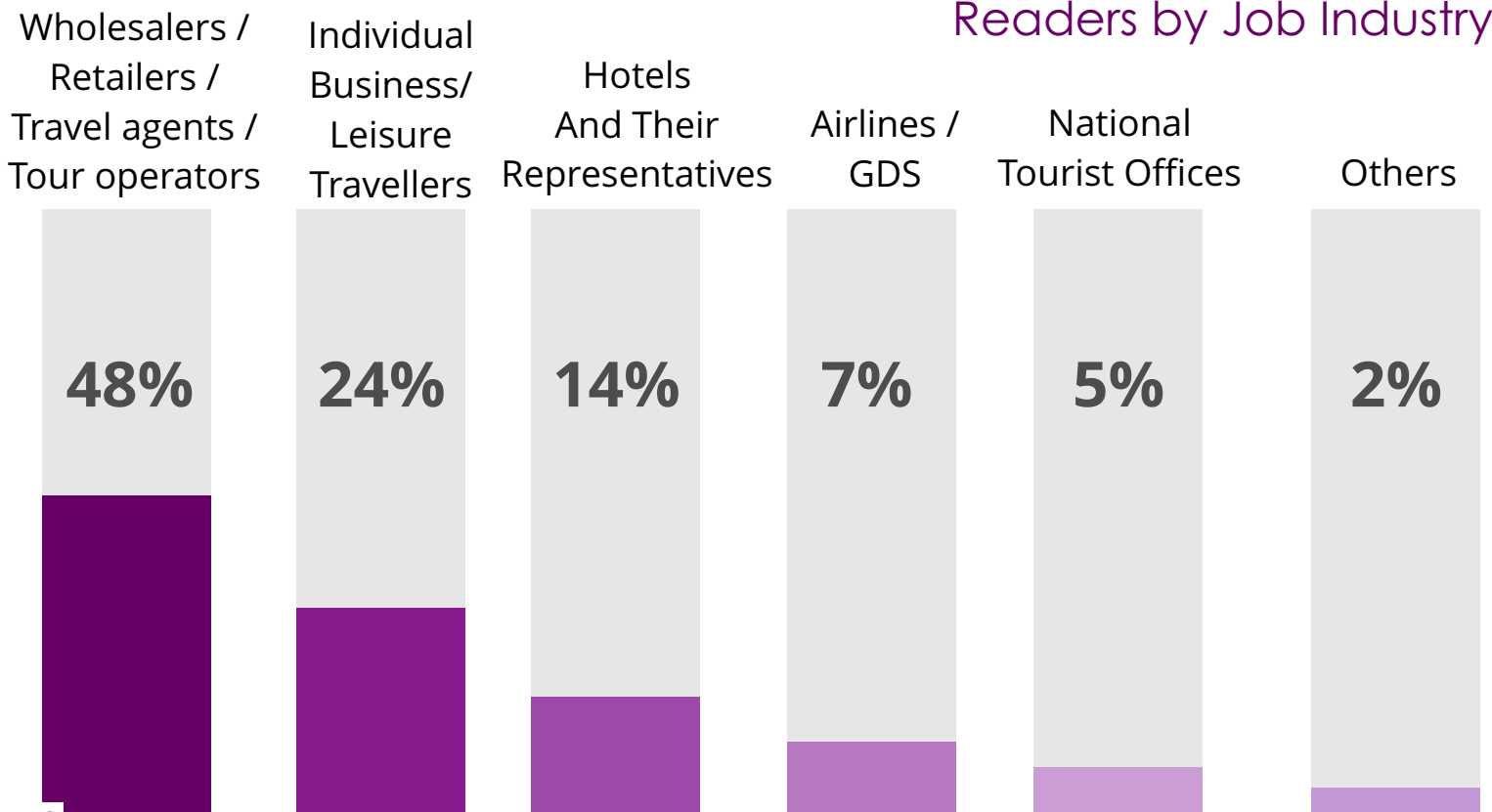
Readers by Job Function



Readers by Continent



Readers by Job Industry



THE RAGE OF SOCIAL NETWORKING



Today, Social Media Marketing is not just a custom. It is an inevitable crossroad for a successful marketing campaign through Facebook, Twitter, LinkedIn etc. We provide social podiums and form social communes in which every one is free to join

and participate. These communities have audiences that are represented in large numbers for almost every subject matter. These social audiences are continuing to grow in numbers and they are immensely valuable to the travel professionals and travel trade enthusiasts. Travel And Tour World is of course no exception with its presence in almost all the leading social networking sites.



Social Media Marketing is here to stay. Travel And Tour World with the coverage and impetus of the social community helps its advertisers to build and expand the familiarity of the brand. Likewise, Travel And Tour World also stages a platform for the advertisers for the additional publicity. Through the striking supremacy of the social media marketing strategies, our advertisers would gain an added exposure in the global travel industry.



- ☑ Travel And Tour World creates and maintains a blog for you
- ☑ The blog is promoted to the Top RSS Feed Directions for improved visibility
- ☑ blog.travelandtourworld.com is daily updated with the latest news of the travel industry. We re-blog your stories.
- ☑ All Blog Content is Social Bookmarked
- ☑ Direct Links to your website are given in the Blog Posts
- ☑ All text links use important Keywords

ADVERTISE WITH US

Reach out to international clients, effectively!

In the wake of the web phenomenon, we have substantiated ourselves as an indispensable mode of two-way interaction. Our different customised advertising options are based on state-of-the-art information technology solutions. Travel And Tour World offers unique opportunity in an interactive digital format that gives your advertisement campaign a new dimension. Readers can directly navigate to the advertisers' website through live links in the magazine. Furthermore, links from videos and digital brochures can also be arranged.



WEBSITE

Travel And Tour World (www.travelandtourworld.com) is by far one of the most comprehensive and seamless online portal for the global travel and tourism industry. With an upright approach to present the most authentic information in terms of news, analysis and destination articles for frontline travel agents, tour operators and tourism employees, MICE planners and DMCs, this unique online address is an one-stop solution for every quintessential traveller and travel industry professional.

Advertising with us will essentially augment your travel business to say the least. We are offering a plethora of advertising options for you, check them out.

BANNER ADVERTISEMENT

The screenshot shows the website's layout with several banners highlighted:

- Skyscraper Banner:** Located at the top right, featuring the 'Travel And Tour WORLD' logo and a world map.
- Big Banner:** A large central banner for 'ITB Asia' featuring a woman's portrait and a globe.
- Leaderboard Banner:** A horizontal banner below the main content with a 'SUBSCRIBE to our Newsletter' button.
- Medium Banner:** A vertical banner on the right side for 'AIME Melbourne, Australia 23-24 february, 2016'.
- Small Banner:** A small banner at the bottom right for 'Register Now' with the 'imex' logo.

Skyscraper Banner with link (120*600 px)

Big Banner with link (468*60 px)

Leaderboard Banner with link (728*90 px)

new Medium Banner with link (160*240 px)

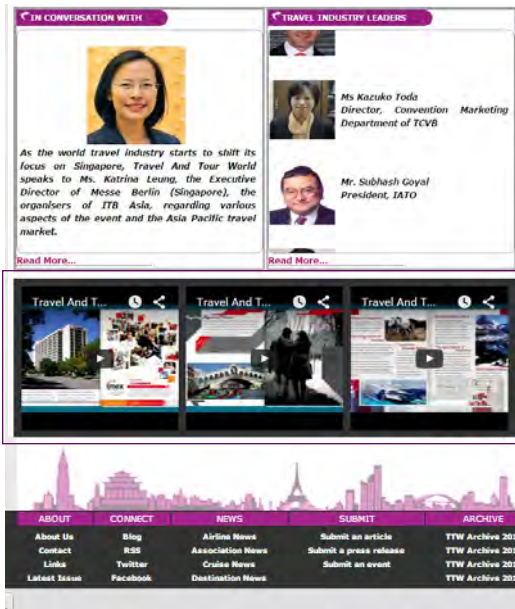
Small Banner with link (160*60 px)

FEATURED NEWS



Do you have a story, news, information, product launch or event that you want to share with our readers? Get featured on our homepage and turn your news into a Breaking NEWS.

Options available: Two weeks or monthly



VIDEO ADVERTS

Let us help you make your latest ad-campaigns to be the talking point of the travel industry. Get in touch to know how we plan to host and promote your video ad-campaigns on our homepage.

**Options available:
30 seconds, 60 seconds, 120 seconds, 180 seconds**

FEATURED ITINERARY



Are you a niche travel agent? Do you have something special to offer our readers across the globe? Feature your tailor-made travel itinerary and see the difference.

**Request for quotation
pr@travelandtourworld.com**



E-NEWSLETTER

- ☑ Direct link to advertisers' website
- ☑ e-blast to our extensive database
- ☑ Widest reach one can ever expect
- ☑ Gif/Flash ad banners

Leaderboard
Banner
728*90

Medium
banner/Big
banner
advertisement

new
Video Banner

Text ads

QUICK STATS

Audience: 2,50,000
Delivered: Everyday



Reach your target through
our daily digital delivery

ELECTRONIC DIRECT MAIL (EDM)



Have you heard about the new marketing concept that is doing rounds in the business circle these days? Yes!! You have guessed it right, it is Electronic Digital Marketing (EDM).

Use internet's lightening speed to knock down competition, get rid of all the age-old procedures of printing, posting, travelling and most importantly narrow down your expenditure to a minimal. Opt for the smartest alternative, an e-mail marketing service. Try our e-mail broadcasting engine to promote your business in your budget.

Traditional Marketing

Fatal Flaws

- ❑ Way more expensive
- ❑ Interrupts your clients instead of offering something new
- ❑ Holds attention for a shorter span

Online Marketing

Rewarding Returns

- ✅ Adds value with loyalty
- ✅ Blogs and Videos educate and inspire future buys
- ✅ Encourages reciprocation and gratitude
- ✅ Attracts potential clients with viral content
- ✅ Advertisements forever

PACKAGES

No. of E-mails	
PLATINUM	:1,50,000 & above
GOLD	: 50,000 - 1,50,000
SILVER	: Minimum 50,000

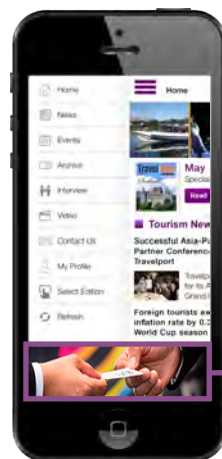
Read Travel And Tour World on the go!
Getting started with smartphones to promote your brand might be the most important thing you were missing, now we have a solution.

- 1 Current and past issues of Travel And Tour World absolutely free
- 2 Realtime news, updates, travel warnings, alerts
- 3 Views and Interviews from Industry leaders
- 4 Updates from Events and a unique calendar

Advertising Options:

Reach out to your smart customers through us

- **Rotating Banner Ad:** Throughout the Travel And Tour World app on iPad, Smartphones and Tablet.
- **Interstitial Ad:** While opening the Travel and Tour World app on iPad, Smartphones and Tablet.
- **Push Notifications:** Promote your company's news and services directly to your target audiences' mobile and tablets.



Your Ad Here
(Rotating Banner Ad)



Your Ad will look like this
(Interstitial Ad)

Introducing The Travel And Tour World APP!



EDITORIAL CALENDAR

Our Editorial Calendar brings to you our entire schedule, which is in sync with the current trends of the travel industry.

Our dedicated team of professionals conducts detailed research on topics such as festivals and trade fairs from around the globe, newly mushrooming travel destinations, cost effective yet exotic locations for MICE, latest travel news and much more.

	Cover Story	Destination Diary	Meetings Point	Tech It	Special Feature	Travel Tendency
JAN	Over Tourism and its concern	Top smart cities of the world	Melbourne	Advent of VR	Travelling with children	OTA vs Travel Agents
FEB	Travel for Fashion	Best City Tours	Brisbane	Automated Kiosks In Airports	Affect of CSR	Expansion of Mobile Trends
MAR	Luxury Hotels	Best Railway Tours	Sao Paulo	Voice concierges in hotels	Low budget travel	Digital campaigns for destinations
APR	Ski and Mountain travel	Best White sand beach destinations	Penang	Electric Cars and how they Affect Travel	How Fams trips help	Social Media impacting travel
MAY	Culinary Tourism	Best Island hoping destinations	Riyadh	Cruise Technology	Boat rental services	Staycations and their rise
JUNE	Bleisure Tourism and its implications	Top Break-up destinations	Bilbao	Development in the booking platforms	LGBT Tourism And its aspects	Why attend Travel Trade shows

	Cover Story	Destination Diary	Meetings Point	Tech It	Special Feature	Travel Tendency
JULY	Amusement and theme park tourism	World's best heritage sites	Canberra	All about Webinars	Why Travel Agents should have travel blogs	Importance of Travel Agent Training
AUG	Cruise Tourism for business	Top Nordic Destinations	Detroit	Translator services in	Visa Rules Affecting Tourism	MICE Industry and its evolution
SEP	Rainforest Retreats	Popular Honeymoon/wedding Destinations	Croatia	IoT(Internet of things)	Museum Tours	Responsible Tourism
OCT	Underwater Tourism	Top destinations for Caravan Travel	Wisconsin	Chatbots in Travel Industry	Tips for Travel start ups	Tips For Genealogical Travel
NOV		Best Halal Tourism Destinations	London	Best Mobiles for Travel Photo	Science Tourism	Micro Adventure
DEC	Travel at the time of Christmas	Best Jungle Safaris	South Carolina	Best VPN for frequent travellers	Travelling at the age of permxiety	Mega Trends Impacting Business Model

CLIENTS AND DISTRIBUTION



ibtm™ latin america
mexico city



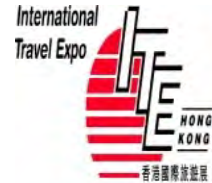
AFRICA
Hotel Investment Forum



ibtm™ world



cottm



Asia Pacific
Hotel Investment
Conference



Mitt

imex
america



Uitt

BALT 2017
TOUR



Beijing Internat
Tourism Expt

Serviced
Apartment
summit
Incorporating extended stay



ODYKH INTERNATIONAL
RUSSIAN
TRAVEL
MARKET
Home of Tourism

world
travel
market
LATIN AMERICA

bench
EVENTS

Routes | routes
americas

Travelport
Redefining travel commerce



Incredible!ndia

MR&H
Mediterranean Resort & Hotel
Real Estate Forum



ibtm africa

imex 2016
May 2016 - Frankfurt

hotel
management
SINGAPORE SUMMIT



Marriott

Sheraton
HOTELS & RESORTS

FOUR SEASONS
Hotels and Resorts

Radisson

IHG
InterContinental Hotels Group

Le MERIDIEN

trip4real

SOFITEL
LUXURY HOTELS



Anantara
PHUKET · THAILAND

JW MARRIOTT

Hilton

India Tourism Development
Corporation Ltd.

GROUP MEDIA PROFILE

Our expertise in the industry is dated to the 90's. Be it in the woodworking, furniture or the travel industry, we have substantiated ourselves as a credible and outstanding network.



B2B & B2C digital publication catering to travel industry of Asia



B2B digital publication catering to travel industry of Americas



Catering to the MICE travel industry



Catering to European woodworking industry



Serving the furniture and interiors industry of the Americas



Largest B2B platform for the timber and wood industry



B2B digital publication catering to travel industry of Europe



B2B digital publication catering to travel industry of India



Engine to serve MICE and B2B travel market



Serving the wood and wbp industry of the Americas



Catering to the furniture and interiors industry of Europe, Middle East and Asia



B2B portal catering to the global furniture industry