



Tourism Review
NEWS
Respected Voice of Tourism

Tourism Review Media Kit

2019 - 2020



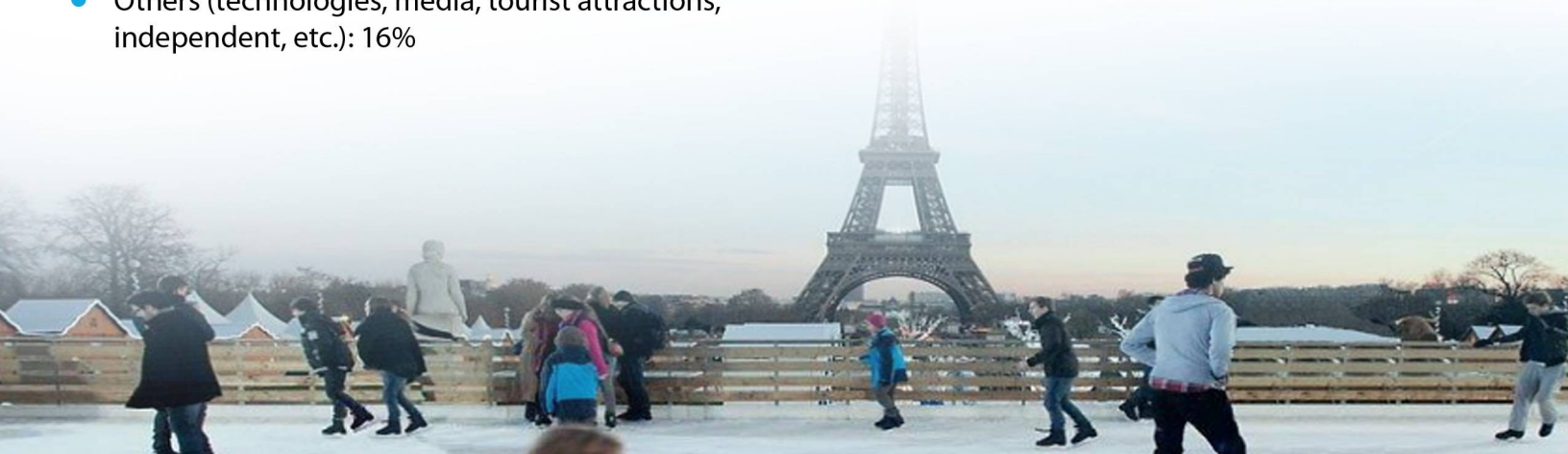
01

- Newsletter subscribers (93k+) professional break-down:
- Tourism Authority (tourist boards, CVB – country, regions, cities; travel industry associations; etc.): 12%
- Travel Distribution (tour operators, travel agents, OTAs, etc.): 43%
- Hospitality Providers (hotel chains, hotels, booking services, etc.): 24%
- Transportation (cruises, rails, airports, airlines, etc.): 5%
- Others (technologies, media, tourist attractions, independent, etc.): 16%

TR Readership

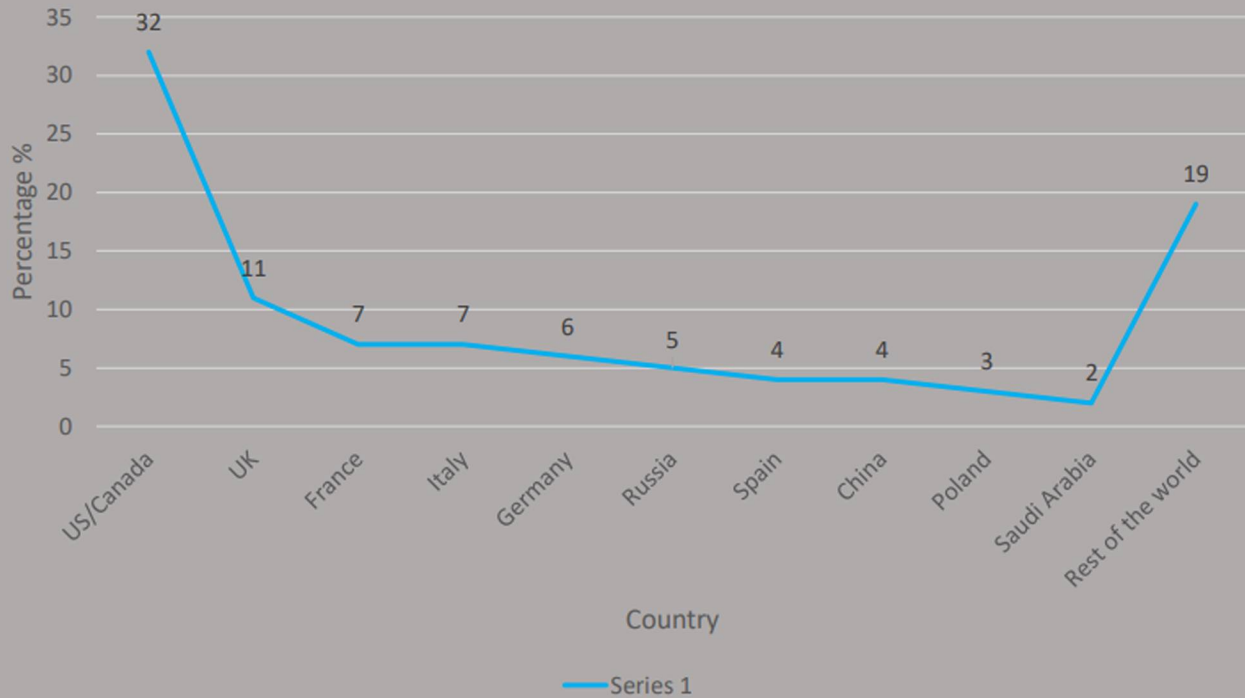
02

- The website visitors (averaged):
- The number of unique visitors per month is over 103 000 +.
- The number of page views per month is 1.9m+



TR Readership

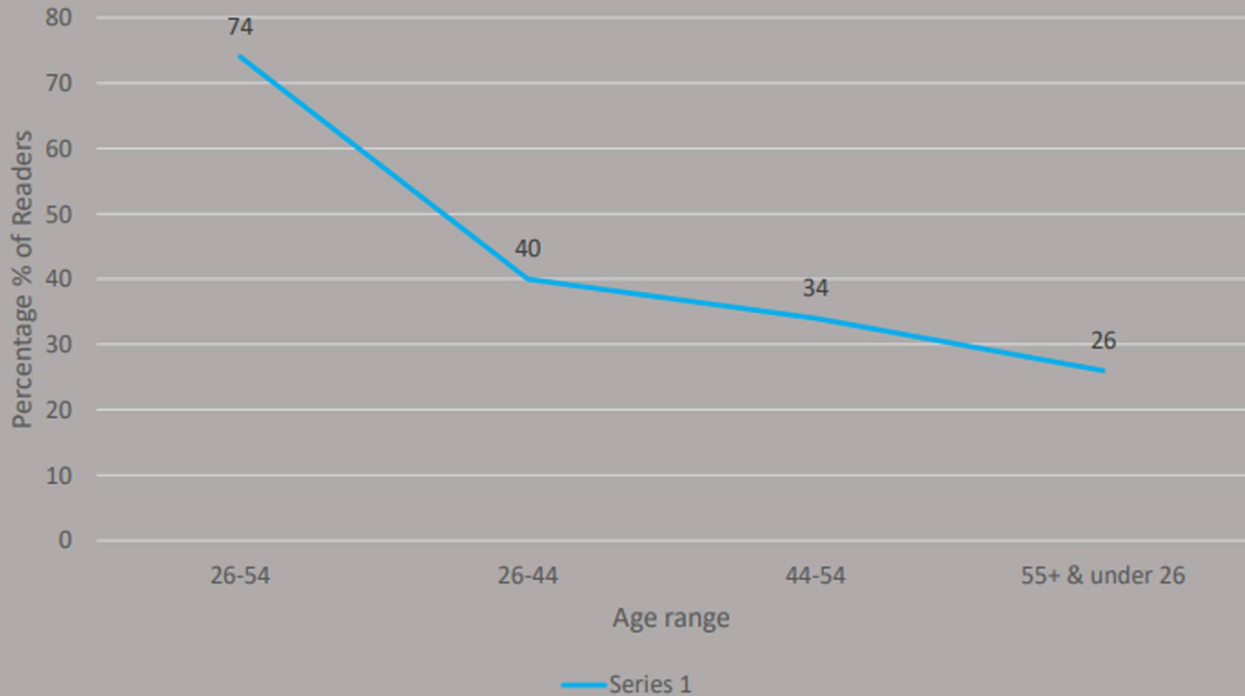
Geo-Breakdown



TR Readership

Geo-Breakdown

Demographics



TR Readership

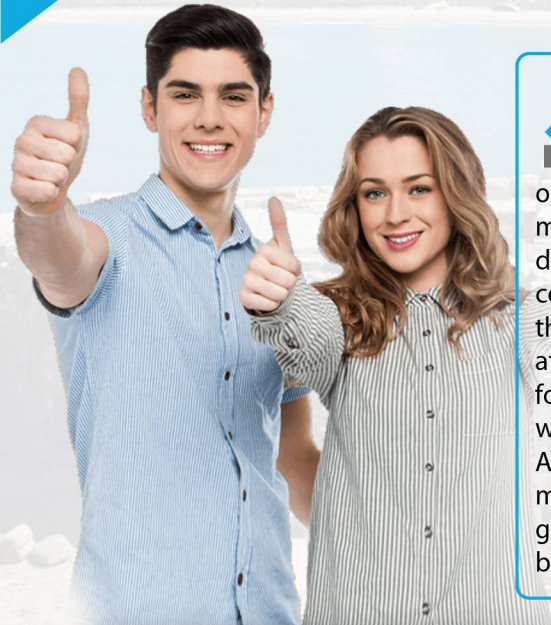
Below is a list of some of our Partners who choose to work with us and advertise their travel services through Tourism Review websites.



TR Media Channels

- **Tourism-Review.com** – is the leading multilingual travel and hospitality news portal. This is the flagship Tourism Review media channel. Designed to reach tourists all over the world, it includes 10 language editions. Those languages include all the major European languages, as well as Russian, Chinese, Arabic.
- **Tourism-Review.org** – is the foremost tourism industry catalogue. It includes a comprehensive and handy Events Calendar. The Events Calendar includes all the major travel and hospitality fairs and exhibitions worldwide, Tourism Organizations List, and directory of tour operators from around the globe. In order to reach the maximum number to tourists worldwide all listings are multilingual and introduced in 10 language versions.
- **Tourism-Review.tv** – is a fun and informative travel and hospitality video blog. It is an important supplementary video channel for video news publishing and distribution. With a growing online presence, the channel is designed to reach tourists all over the world.
- **Tourism-Locator.com** – is a comprehensive, consumer oriented, geotargeting map based directory of travel services. It is conveniently searchable by location to help users easily access information on the location they are searching for.
- **Tourism-Savvy.com** – is a tourism marketing services that was designed for professionals in travel and hospitality industry. It is an all-inclusive Tourism Review of a range of marketing options at one place. It is a valuable resource for travel and tourism professionals.

TR News Channels



Through its multilingual news channels, Tourism Review offers the content marketing opportunity. That is a cutting-edge marketing technique of creating and distributing valuable and consistent content that is geared specifically toward the tourism industry. We help you to attract a large travel and hospitality focused audience. It will greatly help with your ultimate goal of increase sales. As an additional benefit, content marketing ramps up your SEO efforts by generating natural inbound links for better search ability by search engines.



The return on investment for content marketing can be exponential if executed correctly.

Tourism Review Media offers the following useful content marketing options that provide an aggregate of recent information

(publishing and distribution):

- Ordinary articles;
- + Top 10s articles;
- + Press Releases;
- + Infographics;
- + Videos.

Content provided by Tourism Review Publishing Team is distributed within the Tourism Review Weekly Newsletter. The newsletter is a great way to reach over 137 000 subscribers and travel industry professionals worldwide.

Tourism Review Media is flexible and offers a variety of publicity modes, including different formats and languages. You can tailor it to your needs. The handling fee for content creation, posting and distribution fits every ad budget and starts as low as 115 EUR.

TR Directory Listings

INDUSTRY LINKS

Are a great way to link to a diverse range of Travel and Hospitality Organizations & Associations There are over two thousand organizations listed under this section. The professional organizations listed include Tourist Boards, Travel Trade Associations, Tourism Media and others.

As a part of its digital marketing services, Tourism Review Media is proud to offer an inexpensive yet highly effective opportunity for multilingual presentations about tourist destinations, travel services and tourism industry events. These presentations are designed to increase your digital presence. Our multilingual tourism industry directory is represented by three sublists – tourism organizations, event calendar and tour operators.

EVENTS CALENDER

A comprehensive calendar of Travel and Tourism Fairs & Exhibitions by Region/Country The events calendar includes virtually all travel trade shows from all over the world on one handy calendar.

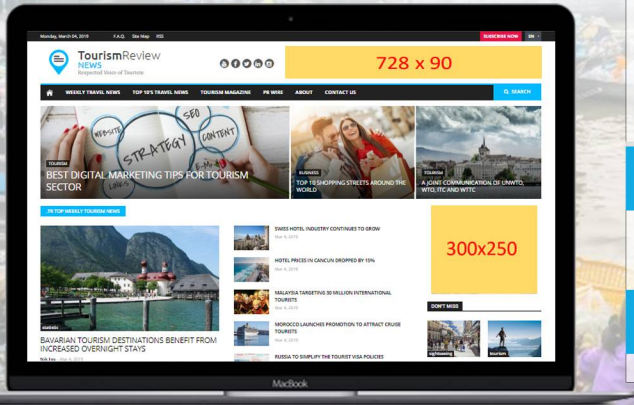
TOUR OPERATORS

A convenient world-wide directory of tour operators that makes finding information on tour operators a breeze. Established travel distribution companies are listed by regions and countries for easy searching.

The basic listing fee starts as low as 9 EUR/year. You can upgrade to the Enhanced listing option, which includes rich media presentations, company descriptions – all presented in all 10 directory editions cost 190 EUR/year, just about 16 EUR per month. The Enhanced listing will ensure that your company, or an event becomes visible and easy to be found also across non-English speaking travel markets.

TR Display Advertising

Display advertising is one of the most popular forms of digital marketing for a reason. It is the most common yet wide spread of the display AD is displaying banners. Tourism Review Media offers a range of banner advertising options across many of its web properties in many languages. You may only have a few seconds for an online ad to make an impression. Tourism Review Media's ads are designed and positioned to be eye-catching and make a great impression.



Monthly flat rates of banner placement options at Tourism Review News websites - Tourism-Review.com only (nine other Tourism Review Language Editions available).

728x90 Leaderboard €1260 (€330 per each other language edition)

300x250 Mid Rectangle €1140 (€290 per each other language edition)

300x100 3:1 Rectangle €480 (€120 per each other language edition)

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Monthly flat rates of banner placement options at Tourism Review Directory websites - Tourism-Review.org only (nine other Tourism Directory Language Editions available)

728x90 Leaderboard €440 (€110 per each other language edition)

Contact Info

TR Contacts

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