

eTurboNews

- Oldest and largest 24/7 online newswire publication for travel and tourism in the world
- Hourly global email and push notification updates
- 230,000 travel industry professionals read eTurboNews daily
- Extensive syndication
- News aggregators include Google, Bing, Yahoo News
- Extensive social media network on Twitter, Telegram, Facebook, LinkedIn
- Chat groups on WhatsApp, Telegram, Facebook & LinkedIn
- Breaking News Video show (Zoom, TV, YouTube, Vimeo)
- Partner: Travel Marketing Network communication, visibility & consulting
- Partner: Safer Tourism consulting & training





History

- eTN started in 1999 with a Yahoo discussion group.
- Facilitated the Yahoo discussion group for ASEAN Tourism and the Hawaii Tourist Network.
- First online media for the global travel and tourism industry.
- First online media partners with most major and not-so-major travel and tourism trade shows, including ITB, World Travel Market, IMEX, and many more.
- A global network of contributors.
- Founding member of the CNN Tourism Nation Branding Task Group together with UNWTO, IATA, and CNN.



Sample client list:

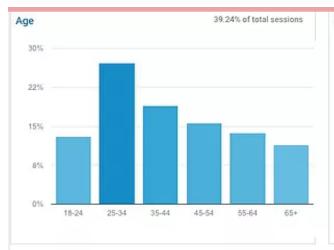
- Tourism Authority of Thailand
- Bahamas Ministry of Tourism & Aviation
- Sandals Resorts International
- Indonesia Ministry of Tourism and Creative Economy
- Seychelles Tourism Board & Seychelles Minister of Tourism
- Vanilla Islands Organization
- Brunei Ministry of Primary Resources and Tourism
- Guam Visitors Bureau

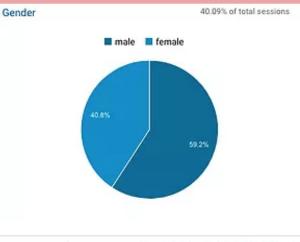
- Jordan Tourism Board
- Hawaii Tourism Association
- Saudi Commission for Tourism and National Heritage
- California Tourism
- City of Baden-Baden
- Uganda Tourism Board
- Sri Lanka Tourism Board
- Maldives Tourism Board
- Nepal Tourism Board
- Bhutan Tourism
- Hong Kong Tourism Board



- Cape Town Tourism Board
- Jamaica Tourism Board
- Bahrain Convention Center
- Rajasthan Chief Minister
- Zimbabwe Minister of Tourism
- Seychelles Minister of Tourism
- Croatia Tourism Board
- Dubai Tourism
- Caribbean Tourism Organization
- St. Kitts Tourism
- Trinidad & Tobago Tourism
- Antigua Tourism
- Croatia Tourism Board
- Centara Hotels & Resorts
- Outrigger Hotels & Resorts
- Hilton Hotels & Resorts
- Corinthia Hotels
- Etihad Airways
- Saudi Arabian Airlines
- Oatar Tourism Board
- IIPT
- UNWTO
- IMEX
- Reed Group (WTM, EIBTM, ATM, etc)
- OTM
- Fairfest
- MITTM

- PATA
- FTOA
- New York Times Trade Show
- TTG Asia
- World Travel Awards
- Community Marketing and Insight
- LGBT Hawaii
- Democratic Party (USA)
- Routes
- Korean Public official
- World Tourism Forum
- Africa Travel Association
 - Rwanda Kwita Izina
- Simpleview
- Israel Tourism Consultant
- Chauffeured Services
- Vacation for Less
- travel
- Morocco Ministry of Tourism
- Reunion Tourism
- Mauritius Tourism
- City Poprat, Slovakia
- Lotte Hotels
- Vodohod Cruise Line, Russia
- Rail Europe
- Hawaii Visitors and Convention Center





This report was generated on 6/17/17 at 1:02:49 PM - Refresh Report



Why eTurboNews?

It has been proven that eTurboNews is the **foremost online news venue** to disseminate information to the rest of the global travel and tourism world and beyond.

That is why the **WHO IS WHO** and EVERY major tourism organization and trade event is keen on partnering with us. To put it simply: We deliver results.

 \dots We will make people talk about your destination, your business, your minister, your CEO, your event. \dots





Publisher of 20 established global e-news publications.

Visibility & Media Information, commercial options: www.breakingnewseditor.com

- eTurboNews | Travel News Online
- Tourist News
- Meetings Travel
- Aviation Travel
- Wines Travel
- Forimmediate Release
- <u>Gaytourism Travel</u>
- HawaiiTourism Online
- WorldTourismWire
- <u>BreakingNewsShow</u>
- WorldTourism Events
- Reopening Tourism
- <u>Livestream</u>

- German Tourism Board
- African Tourism Board
- World Tourism Network
- eTurboNews in German
- TravelIndustryDeals
- Tourism Executives
- Luxurious Travel

Syndication Partners:

- Hindustan Times
- <u>TravelDailyMedia</u>
- The MediaLine
- Business-Travel

Reach

- 2.06 million unique consumers and nontrade readers over a month throughout our various platforms
- Trade Readers:
 230,000 travel industry professionals
- 10,000 journalists
- Email trade newsletters: 152,000 readers
- Push notification: 418,000 followers
- RSS feeds: 52,000
- Geographical reach: 30% in North America, 30% in Europe; strong in Africa, Gulf Region & the Middle

- East; Central, East, and Southern Asia; Australia, and Pacific. Limited in South America, China
- In addition to our global English edition, we publish in 82 languages
- All language news portals are Google rated and searchable in local and global markets
- Written content converted into audio and video
- 24/7 online Video News Channel and Shows
- Readers by country or city visit: breakingnewseditor.com/reach



Social Media

- YOUTUBE VIMEO
- Facebook page & groups
- LinkedIn
- Instagram

- Twitter
- Yandex
- Telegram
- WhatsApp Groups

Languages:

eTurboNews is published on 102 independent language web portals with individual positioned websites, their own rating, and independent searchability on most major search engines. All articles are translated instantly (automatically with a human touch).



- Albanian
- Amharic
- Arabic
- Armenian
- Azerbaijani
- Basque
- Belarusian
- Bengali
- Bosnian
- Bulgarian
- Catalan
- Cebuano
- Chichewa

- Chinese (Simplified)
- Chinese (Traditional)
- Corsican
- Croatian
- Czech
- Danish
- Dutch
- English
- Esperanto
- Estonian
- Filipino
- Finnish

- French
- Frisian
- Galician
- Georgian
- German
- Greek
- Gujarati
- Haitian Creole
- Hausa
- Hawaiian
- Hebrew
- Hindi
- Hmong
- Hungarian



- Icelandic
- Igbo
- Indonesian
- Irish
- Italian
- Japanese
- Javanese
- Kannada
- Kazakh
- Khmer
- Korean
- Kurdish
- Kyrgyz
- i kyrgyz
- Lao
- Latin
- Latvian
- Lithuanian
- Macedonian
- Malagasy
- Malay
- Malayalam

- Maltese
- Maori
- Marathi
- Mongolian
- Burmese
- Nepali
- Norwegian
- Pashto
- Persian
- Polish
- Portuguese
- Punjabi
- Romanian
- Russian
- Samoan
- Scottish Gaelic
- Serbian
- Sesotho
- Shona
- Sindhi
- Sinhala

- Slovak
- Slovenian
- Somali
- Spanish
- Sudanese
- Swahili
- Swedish
- Tajik
- Tamil
- Telugu
- Thai
- Turkish
- Ukrainian
- Urdu
- Uzbek
- Vietnamese
- Welsh
- Xhosa
- Yiddish
- Yoruba
- Zulu

Countries

Average monthly readers (consumer & trade based)

- USA: 1,289,335
- UK: 217,861
- Germany: 202,715
- India: 97,647
- Canada: 82,307
- Philippines: 65,081
- South Africa: 54,047
- Italy: 49,548
- Sweden: 46,242
- China: 40,804
- Australia: 40,165
- Portugal: 30,215
- Thailand: 27,627
- Norway: 27,556
- UAE: 27,369
- Singapore: 26,168
- Netherlands: 25,999
- France: 25,409
- Malaysia: 20,117

- Spain: 19,492
- Tanzania: 18,924
- Kenya: 16,734
- Japan: 14,907
- Russia: 14,135
- Finland: 14,106
- Pakistan: 13,965
- Jamaica: 12,462
- Turkey: 12,376
- Indonesia: 11,849
- indonesia. 11,0
- Vietnam 11,211
- South Korea: 10,887
- Brazil: 10,469
- Mexico: 9,810
- Israel: 9,282
- Nigeria: 9,194
- Saudi Arabia: 8,921
- Switzerland: 8,850
- Ireland: 8,541



Belgium: 8,496Poland: 8,179Hong Kong: 8,117

Sri Lanka: 7,168Zambia: 7,159

• Iran: 7,042

• Greece: 6,962 • Zimbabwe: 6,501

• Austria: 6,284

• Denmark: 6,276

Ethiopia: 6,212Egypt: 6,103

• Ukraine: 6,009

• Uganda: 5,992

• Bangladesh: 5,598

• Romania: 5,505

New Zealand: 5,490

• Czechia: 5,333

• Qatar: 5,174

• Taiwan: 5,004

Bulgaria: 4,793

Hungary: 4,441

• Croatia: 4,267

Trinidad & Tobago: 4,196

• Uzbekistan: 4,084

Seychelles: 4,044

Serbia: 4,023

Georgia: 3,806

Slovakia: 3,795

• Kazakhstan: 3,773

Nepal: 3,289

Malta: 3,167

Ghana: 3,005

Cyprus: 2,928

• Oman: 2,879

Mauritius: 2,876

Barbados: 2,857

• Estonia: 2,766

• Latvia: 2,712

Argentina: 2,700

Colombia: 2,561

Mongolia: 2,429

Morocco: 2,389

• Puerto Rico: 2,300

• Bahrain: 2,216

• Jordan: 2,193

• Slovenia: 2,108

Albania: 2,087

• Kuwait: 2,084

Azerbaijan: 2,063

• Cambodia: 2,040

• Lithuania: 2,020

Bahamas: 1,914

• Iraq: 1,899

• Lebanon: 1,839

• Armenia: 1,787

• Myanmar: 1,778

• Dominican Republic: 1,734

• Chile: 1,721

North Macedonia: 1,660

• Costa Rica: 1,631

Botswana: 1,493

• Algeria: 1,440

• Somalia: 1,419

• Maldives: 1,364

• Peru: 1.340

• Guam: 1,325

Tunisia: 1,305

• Laos: 1,294

• Grenada: 1,238

• St. Lucia: 1,160

Bosnia & Herzegovina: 1,145

Rwanda: 1,104

• Iceland: 1,061

Antigua & Barbuda: 1,023

Kosovo: 1,019

Panama: 972

• Kyrgyzstan: 961

Ecuador: 946

Mozambique: 906

• Eswatini: 894

• Luxembourg: 868

• US Virgin Islands: 718

• Malawi: 716

Venezuela: 696

• Brunei: 689

• St. Kitts & Nevis: 688

• Belarus: 676



Afghanistan: 669Cayman Islands: 659

Belize: 637

Montenegro: 633

• Senegal: 633

• Guyana: 623

• Cameroon: 619

• Bermuda: 611

• Sudan: 605

Cote d'Ivoire: 597

Moldova: 567

Macao: 560

• Aruba: 559

• Curacao: 526

Syria: 523

Congo – Kinshasa: 514

• Solomon Islands: 477

Guatemala: 466

Libya: 458

• Sint Maarten: 434

• Fiji: 428

Angola: 426

Lesotho: 406

South Sudan: 396

• Cuba: 394

Yemen: 386

Honduras: 385

St. Vincent & Grenadines: 366

Uruguay: 363

• Bhutan: 345

• Liberia: 343

Haiti: 337

Sierra Leone: 337

• Anguilla: 320

• Gambia: 319

Madagascar: 315

Palestine: 309

Jersey: 306

Bolivia: 305

• El Salvador: 302

Dominica: 296

• Reunion: 292

• Papua New Guinea: 286

Turks & Caicos: 276

Paraguay: 253

• Tajikistan: 240

• Guadeloupe: 208

• Suriname: 208

Nicaragua: 207

• British Virging Islands: 196

• Benin: 183

Guernsey: 183

Mali: 168

Togo: 155

Caribbean Netherlands: 149

• Gibraltar: 148

Martinique: 148

French Polynesia: 145

Djibouti: 142

• Gabon: 135

Cape Verde: 134

Burundi: 133

• Burkina Faso: 131

• Guinea: 124

Monaco: 122

• Niger: 114

• Samoa: 111

Andorra: 98

American Samoa: 93

• St. Martin: 91

Vanuatu: 88

• Mauritania: 86

New Caledonia: 80

• Congo- Brazzaville: 67

• Palau: 62

• Turkmenistan: 62

Northern Mariana Islands: 57

• Equatorial Guinea: 51

Timor Leste: 50

Faroe Islands: 48

• Tonga: 43

• Chad: 42

Comoros: 40

• Kiribati: 38

Micronesia: 38

• Greenland: 37

San Marino: 36

Liechtenstein: 34



French Guiana: 33

Cook Islands: 30

Central African Republic: 29

• St. Barthelemy: 29

• Guinea-Bissau: 25

• Eritrea: 22

Montserrat: 20

Sao Tome & Principe: 20

St. Helena: 19Isle of Man: 16

Marshall Islands: 16

Mayotte: 15Nauru: 14

By Cities:

Frankfurt: 88,772

• Washington DC: 76,605

• London: 79,360

New York, NY: 69,582

• Duesseldorf: 64,294

• Los Angeles, CA: 43,524

• Roseville, CA: 40,016

Chicago, IL: 39,735

• Ashburn, VA, USA: 38,640

• Las Vegas, NV: 37,698

• Stockholm: 34,162

Honolulu, HI 31,087

• Singapore: 25,133

Houston, TX: 22,178

Dallas, TX: 22,164

• Seattle, WA: 21,482

Boston, MA: 21,072

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• Charlotte, NC: 20,006

• Frisco, TX: 19,688

• Funchal, Madeira: 19,494

• Newcastle upon Tyne: 19,326

• Dubai, UAE: 18,771

Atlanta, GA: 18,654

Western Sahara: 14

• Falkland Islands: 11

Tuvalu: 10

• Aland Islands: 5

British Indian Ocean Territory: 3

Niue: 3

North Korea: 3

Svalbard & Jan Mayen: 3

• Norfolk Islands: 2

St. Pierre & Miguelon: 2

Antarctica: 1

Phoenix, AZ: 18,419

• Philadelphia, PA: 18,350

• Orlando, FL: 17,524

• Denver, CO: 17,500

• Bangkok: 16,883

• Austin, TX 15,476

• Nairobi: 15,239

• Dar es Salaam: 14,464

• San Francisco: 13,713

• Toronto: 13,452

• San Diego, CA: 13,141

• Columbus, OH: 13,053

Portland, OR: 12,923

• Sydney: 12,919

• Nashville, TS: 11,064

• Quezon City: 11,126

• Minneapolis, MN: 10,915

Melbourne: 10,905

• Coffeyville 10,677

• Chantilly, VA: 10,673

• Indianapolis, IN: 10,202

• Birmingham, AL: 10,159

• Cape Town: 10,131

• Shanghai: 10,006



HAVE ZERO RESPECT FOR THE STATUS QUO. MARKET LOUDLY. TRAVELMARKETINGNETWORK.COM



Breaking News Show is a 24-hour video network with livestreaming and online news reports, interviews, and trends.



Basic

- Basic press release posted in QUICK NEWS:
- .
- One feature image
- One do follow link
- Linked Headlines only posted on our frontpage and e-newsletters.
- Potential to reach our full 2+ million readers in 92 languages

Per post prepaid rates:

\$125.00 one

\$93.75 per post. Pay for 12 posts within 1 year (\$1125)

\$41.66 per post Pay for 30 posts monthly (\$1250)

\$31,25 per post. Pay for 360 posts yearly (\$11250)

Premium

- · All features of Basic
- Audio/ podcast/ youtube conversion
- Push notification.
- Social media inclusion
- Prominent placement on our news portals and newsletters
- Multiple photos, and links.
- · Grammar and spellcheck
- Headline & keyword & keyphrase check & adjustment

Per post prepaid rates:

\$250.00 one

\$ 187.50 per post. Pay for 12 posts within 1 year (\$2250)

\$83.33 per post Pay for 30 posts monthly (\$2,500)

\$62.50 per post. Pay for 360 posts yearly (\$22,500)



Prime

- all features of basic & prime
- rewriting, keyword research & adjustments, headline checks, up to 4 key-phrases
- Lead positioning on our web portal
- Stand-alone newsletter sends out with your headline.
- Syndication within the TravelNewsGroup
- Enhanced social media

Per post prepaid rates:

\$500.00 one

\$375.00 per post Pay for 12 posts within 1 year (\$4500)

\$133.33 per post. Pay for 30 posts monthly. (4,000)

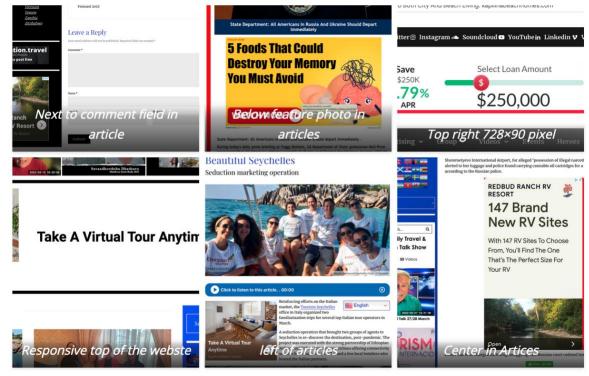
\$97.22 per post. Pay fpr 360 posts yearly (\$35,000)



Additional Options:

- Automatic or on-call full-service article or release research, production by our editorial team \$150.00 per article plus posting fees.
- Additional syndication outside the TravelNewsGroup \$200.00 per article
- BreakingNewsShow mentioning / short interview (zoom or in person): \$250.00 per segment.
- Success reports/ stats \$50.00 per article.





Banner spots on eTurboNews.com



The U.S. State Department today announced how they will interact with the US Center for Disease Control (CDC) about adjusting US travel advisories to foreign countries in regards to COVID and other health threats.



Ned Price, spokesperson of the US Department of State today explained: "You may have seen yesterday that the CDC announced changes to their COVID-19 Travel Health Notice system. We here at the Department of State have also reassessed how COVID-19 considerations factor into our Travel Advisory levels for U.S. citizens.

Starting next week, the State Department Travel Advisory levels will no longer automatically correlate with the CDC COVID-19 Travel Health Notice level.

Negotiated Hotel Rates for eTN Readers:Book Hotels online with Agoda. Deep discounts on 1,925,000+ properties, worldwide.

However, if the CDC raises a country to a Level 4 for COVID-19, or if COVID-19-related restrictions threaten to strand, isolate, or otherwise seriously affect U.S. citizens, the State Department's Travel Advisory for that country will also be raised to a Level 4, or Do Not Travel.

Textlink for AGODA:



Exclusive

eTurboNews websites.

- Exclusive stale or rotating banner spots visible to all readers (also non -subscribers)
- Positioned on headers, sidebars, or within articles.
- OPTION to post a naturally fitted 1-2 line text with links in all articles (current & archived)
- 2+ million views per month expected
- Regional, specific language editions or percountry exposure rates upon request
- book and prepay for up to 1 year based on availability

\$80 / day

Shared

your banner is shared and rotated

- Shared and different size rotating banners on websites before and after paywall lines
- OPTION to post a rotating 1-2 text link in all articles (current & archived(
- Your shared campaign will reach a good percentage of all readers due to rotation.
- Regional, specific language editions or percountry exposure rates upon request
- book and prepay for up to 1 year based on availability

\$20 / day

e-news

Your exclusive banner on the e-newsletters.

- Banner part of the breaking news, daily or weekly enewsletter
- emailed to 145,000+ known travel industry subscribers
- All newsletters are in English and Global (up to 12 newsletter editions a day)
- Rates for our regional German language edition upon request
- book and prepay for up to 1000 editions

\$ 25/ edition





Automatic Exposure Plans

Relax! We can do the work!

Let us do all the work independently to create the best storylines, wording, positioning, promotions, social media postings, lead generation, virtual road shows, email blasts, and banners to get YOU maximum exposure, and return.

What do we expect from you? Not much!

You let us know what you would like to promote. Of course, you're invited to provide your input, press releases, promotions, and banners to be included, or leave it up to us.

What services could be included in a flexible plan?

Depending on your budget, and goals, we can balance services between our various options and even go further.

Press release distribution



- Press release production
- Feature story production and distribution
- Prime Stories
- Breaking News Show interviews and inclusions
- Livestream video public panel discussions or product introduction
- Podcast production, inclusion
- Social media campaigns
- email blasts
- Newsletters advertising or inclusion
- Banners and textlinks
- Services by the TravelMarketingGroup and partners
- Crisis communication & management
- Safety & security consulting and training
- Representation
- Consulting

Who will see your information? 2+ million!

<u>Our readers, social media followers,</u> news aggregators like google or bing news, search engines, <u>partner publications</u>, and syndication. <u>We publish independently in 86 languages</u>.

We work globally and include all languages as a default, but you can filter campaigns to be seen only in specific countries, languages, or cities.

Consulting Experience

With experts including Dr. Peter Tarlow and Juergen Steinmetz, the Travel News Group has a wide range of consulting experiences ranging from developing tourism economic development through cruise tourism to religious and pilgrimage tourism.

As a former minister of tourism and candidate for UNWTO Secretary-General, both Alain St.Ange and Dr. Walter Mzembi bring their own world of political consulting experience.

We worked extensively in creating new tourism sports products. We advised governments, hotels, and restaurant industries on how to create tourism products. We had worked in the area of aquatic tourism and advised tourism and



government officials both on cultural tourism, such as art, museum, and folklore, and also outdoor activity tourism ranging from hiking to fishing and boating.

We bring over 40 years of experience in creating new tourism industries, identifying current and potential challenges to the tourism industry, and seeking ways to bring the benefits of increased tourism activity to the local population.

Dr. Peter Tarlow is considered a father of academic tourism security and how to turn police forces into economic generators.

Your goal is our goal!

The idea is to position your entity, destination, or VIP in the public domain and generate awareness, business, and leads.

When signing up for our representation plan, you receive a dedicated expert working exclusively on your account. Services could include not just press releases or story posting, but individual outreach, consulting, sales calls, road shows, and much more.

Our highly flexible plans will adjust outreach based on what has worked based on our 25 years of experience as the <u>first online travel publication in the world</u>.

How much? How fast? How effective? How inclusive?

It's simple. Your budget, product, and goals determine how often and how deep we can go to feature, promote, and position you.

Plans | Rates: Storytelling & press releases

- Do you write your own press releases?
- Do you write your own stories?



- Do you need some help positioning your release for keywords, syndication, search, and best visibility?
- Do you need help converting your press releases into feature stories?
- Do you want us to write about you?
- Do you want us to interview you?
- Do you want us to automatically produce stories?
- Click here to look at our single, monthly, and yearly plans

Mixing storytelling, press releases, banners, text links, consulting

- We can add banners, and text links positioned also in relevant editorial content, outreach, consulting, keywords, unique headlines, and impact articles.
- We charge one flat rate per month or year and adjust this combination by adjusting our regular <u>visibility media plans</u> to fit it into the best option based on your budget and objectives.

Adjustable and sample automatic exposure plans

- Starter plan: \$500.00/ month | \$4,500.00/ year
 Test our network for some initial coverage and outreach once a month.
 Includes up to
- Budget Plan: \$1,000.00/month | 9,000.00 / year
 Enter the world of public visibility. Ideal for building up an initial positioning and remaining noticed.
- Basic Plan: \$2,500.00/ month | \$22,500.00/ year
 An excellent plan to remain consistently visible. Combined with targeted banners, text links, and social media campaigns. Ideal to build a reputation on our network, Google, Google News, Bing, and syndication partners and set targets. Brainstorming included.
- Premium Plan: \$5,000.00/ month | 45,000.00/ year
 You are serious about visibility. Expect daily outreach on multiple channels, constant exposure, excellent positioning, and lead generation. Basic consulting support.
- Prime Plan: \$10,000.00/ month | \$90,000.00/ year
 Take visibility to the next step in prominent and constant multichannel, multi-daily outreach, and positioning, including take-over campaigns. Expect



- enhanced results on our network, syndication, and other networks getting inspired by your content. Special campaigns, one-by-one outreach, target campaigns by language, and region. You will be able to measure your success. One-by-one consulting included.
- Ultimate Plan: \$25,000.00/ month | \$225,000.00/ year
 A plan that combines extensive outreach with a dedicated team and plan
 manager able to reach out to your targets, also one by one. Expect outreach
 both physically and virtually, trade shows, think tanks, panels, and
 representing your destination or company on various levels. Background
 campaigns on various networks to enable multiple exposures on Google and
 other multipliers. Extensive consulting options are included.

Executives:





Dr. Peter Tarlow, President of Safer Tourism

Dr. Peter E. Tarlow is a world-renowned speaker and expert specializing in the impact of crime and terrorism on the tourism industry, event and tourism risk management, and tourism and economic development.

Training - Consulting - Motivational Speaking



Juergen Steinmetz, eTN Founder, Publisher & CEO

Worked in numerous sectors of the travel and tourism industry since 1978 Born and raised in Germany, he resides in Hawaii, USA.











for travel brands with a story to tell

Contact



eTN Corporation

P.O. Box 15804 Honolulu, HI 96830-5804 USA

Juergen Steinmetz, Publisher

Schedule a Zoom discussion: www.travelnewsgroup.com/ceo

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email: sales@etn.travel

