- eTurboNews is the oldest and largest 24/7 online newswire publication for travel and tourism in the world
- 16 Destination Editions and Syndication Publications
- Hourly global email and push notification updates
- 230,000 travel industry professionals read eTurboNews daily
- More than 2 million readers combined every month
- Published worldwide in 106 languages
- 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
- Published on independent searchable news language portals
- Breaking News Video show (Zoom, TV, YouTube, Vimeo)
- Partner: Travel Marketing Network - communication, visibility & consulting
- Consulting & training
History

- eTN started in 1999 as a Yahoo discussion group, and a sponsor by the name of eTurboHotels, the first online booking engine for hotels based in Singapore.
- 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 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
Qatar Tourism Board
IIPT
UNWTO
IMEX
Reed Group (WTM, EIBTM, ATM, etc)
OTM
Fairfest
MITTM
PATA
ETOA
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
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.

.... We will make people talk about your destination, your business, your minister, your CEO, your event. ...
Publisher of 20 established global e-news publications.

Visibility & Media Information, commercial options: [www.breakingnewseditor.com](http://www.breakingnewseditor.com)

- eTurboNews | Travel News Online
- Tourist News
- Meetings Travel
- Aviation Travel
- Wines Travel
- Forimmediate Release
- Gaytourism Travel
- HawaiiTourism Online
- WorldTourismWire
- BreakingNewsShow
- WorldTourism Events
- German Tourism Board
- African Tourism Board
- Saudi Tourism News
- Caribbean Tourism News
- VisitUSANews
- World Tourism Network
- eTurboNews in German

**Syndication Partners:**
- Hindustan Times
- TravelDailyMedia
- The MediaLine
- Business-Travel
Reach

- 2.06 million unique consumers and nontrade readers over a month throughout our various platforms
- Trade Readers:
  180,000 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 Pages
- Facebook Groups
- LinkedIn
- Instagram
- Twitter
- Yandex
- Telegram
- Vimeo
- Pinterest
- 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).
Countries
Average monthly combined readers

- 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
- 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: 8,496
- Poland: 8,179
- Hong Kong: 8,117
- Sri Lanka: 7,168
- Zambia: 7,159
- Iran: 7,042
- Greece: 6,962
- Zimbabwe: 6,501
- Austria: 6,284
- Denmark: 6,276
- Ethiopia: 6,212
- Egypt: 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
- Latvia: 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
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- Guatemala: 466
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- Sierra Leone: 337
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- Bolivia: 305
- El Salvador: 302
- Dominica: 296
- Reunion: 292
- Papua New Guinea: 286
- Turks & Caicos: 276
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- Tajikistan: 240
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- Togo: 155
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- Gibraltar: 148
- Martinique: 148
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- 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: 19
- Isle of Man: 16
- Marshall Islands: 16
- Mayotte: 15
- Nauru: 14

- 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 & Miquelon: 2
- Antarctica: 1
- 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
- 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
- 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, WI: 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
About TravelMarketingNetwork

Overview

- Strategic planning
- Marketing
- Advertising
- PR/ Media communications
- Press releases and story distribution
- Roadshows
- Events
- Finding and qualifying speakers for your event
- Finding and qualifying experts
- Qualifying participants for FAM trips
- Consulting
- Representation (Destinations, Hotels, etc)
- Trade Show promotion
- Organizing seminars and educational events
- Organizing focus groups
- Event and destination photography
- Niche market outreach, including the LGBTQ Community, Accessible Tourism and much more.

TravelMarketingNetwork is a network of experts in the global travel and tourism PR and marketing field.

TravelMarketingNetwork specializes in travel and tourism marketing representation and consulting. We offer clients the full range of marketing-related services: strategic brand planning, direction and management, research, marketing, advertising, PR/media relations, events, and general travel trade establishment and representation.

While offering all the usual suspects within the marketing mix, TravelMarketingNetwork always executes projects with a great deal of substance, style, and originality. Producing award-winning work that raises
awareness of a product within the crowded travel marketplace is our forte. We have a substantial track record creating highly original strategically smart solutions and materials both for trade and consumers. We know the travel industry inside and out with real world, hands-on experience, working closely with NTOs, carriers, tour operators, travel agents, hotels and travel brands related to the Internet.

While we are very good at the important imaging work, we always deliver measurable results. Determining appropriate positioning and brand image is a critical foundation and first step.

Travelmarketingnetwork is able to produce a strategically intelligent destination marketing study/diagnostic that will evaluate market feasibility, identify viable market segmentation. We will provide a blueprint for implementing and develop travel industry strategic alliances, travel agent certification program, co-operative advertising and promotional programs, establishing new wholesale and retail travel networks, constructing media tours, PR/media relations/crisis public relations management, new product development of wholesale travel products and overall consumer communications and branding to solidly position your destination and travel products.

Our scope of work performed includes marketing, PR/Media Communications and strategic direction and planning, destination marketing studies, developing advertising materials (radio, TV, print, outdoor and new media) and overseeing general marketing initiatives such as broadcast and internet promotions, co-branding efforts and overall brand building in tandem with in-house marketing departments and from time to time, advertising and PR agencies of record.
In short, TravelMarketingNetwork provides proactive, strategically creative thinking, brand management, communications, advertising, marketing, public relations and trade/consumer events to a range of clients, products, and services, all within the travel and tourism sectors.

We work on a retainer basis, with hard costs billed separately (travel, media buys etc) and the term/length of Agreement flexible.

Our team of communications specialists is uniquely capable of producing strategically intelligent plans for the global marketplace. All too often expensive destination imaging sends a poorly timed, mixed message to the wrong audience. We understand the distribution channels of the travel industry. We know what works and what doesn’t work. We will provide solutions that are as unique as you are. We know how to build and shape a five-star brand image.

Let’s go! We welcome the opportunity to respond fully to a RFP.
PRESS RELEASE POSTING

Single posting $100.00
12 Posting Credits (use within 1 year) $1000.00
Unlimited Posting Plans $10,000.00 (yearly)

Requirements:

Min 250 words press release.
It must have one internal and one external link.
No quotes.
Facts only- free of any promotional language. Follow content guidelines.
Include one royalty-free photo/ logo in jpg,
Content must be newsworthy & relevant.

Possible Results

A) Our editors will decide placement based on content

B) We may post your release on back pages, not included in our newsletters
or on our front page, without social media exposure, audio version,
translations.
A paywall may be added.

If included all postings will be submitted to search engines, some also to
news aggregators.
Full Press Releases

Guaranteed coverage is subject to editorial guidelines and basic fact checks.

Single posting $200.00
12 Posting Credits (use within 1 year) $2,000.00
Unlimited Posting Plans $20,000.00 (yearly)

INCLUDED:

- Full press release posted to the “news section,” & newsletter inclusion & full distribution. Include names, links, quotes, photos, Videos, and advertorial verbiage.
- Your release will be visible on the eTurboNews home page, newsletters, social media, push notifications, audio, podcast & video versions.
- Submitted to search engines and news aggregators.
- Translated and posted to our 102 independent language editions.
- Follow content guidelines.

Expected Results:

A) We guarantee inclusion unless the content violates our guidelines. In this case, you will receive a full credit.

B) We post your release in full (no changes)

C) If we find your release already published elsewhere when searching Google, we may rewrite your content, so it will be unique.

D) We may edit for grammar, and to comply with posting guidelines.
Feature Articles

Single story $500.00
12 story credits (use within 1 year $5,000.00

INCLUDED:

• Press Release or Feature Story
• Fully edited
• No Earned Media Alert
• No Paywall
• It appears as a feature placement on our homepage.
• Submitted to major search engines
• Submitted to News Partners, such as Google | Bing News | Duck Duck Go
• We’ll help you find your news angle.
• We research key phrases.
• Include numerous photos
• Include YOUTUBE, Facebook or Twitter Links
• Detailed SEO check.
• Headline Check
• We write strong body paragraphs with supporting details.
• We include quotes
• Do follow links
• Use multiple images
• Lead story in newsletters.
• We avoid double Google coverage.
• Translated and posted on all 102 language portals (eTurboNews)
• We generate a podcast.
• Included on numerous podcast portals
• We generate a Video YOUTUBE version.
• We include a different version for destination editions or syndication.
• We guarantee a 24-hour turn-around
<table>
<thead>
<tr>
<th>Publication</th>
<th>Press release</th>
<th>Full-Service Press Release</th>
<th>Guest Post (back page)</th>
<th>Feature Story</th>
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<td>Press release</td>
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<td>Guest Post (back page)</td>
<td>Feature Story</td>
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<td>Visit USA News</td>
<td>N/A</td>
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<td>German Tourism Board News</td>
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<td>African Tourism News</td>
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</tbody>
</table>
Email Blasts

Do you have a newsletter? Would you like to target our audience with your email campaign? Travel-Telegram is what we call email blasts or email broadcasts.

**travel telegram is more than an email blast**

eTurboNews started travel-telegram in 1999. The first email blast went out for the Ministry of Culture and Tourism in Jakarta, Indonesia, to counter U.S. travel warnings to Indonesia at that time.

**Included in your email blast:**
- Your private email to our global audience of 138,000+ travel and tourism professionals worldwide.
- Push alert to 454,000 eTurboNews readers (visible on their computer screen) It has the potential to be seen by 2+ million readers.
- Repeat send out after 24-48 hours to non openings
- Repeat send out after 48-72 hours to those that opened

**Rates:**

Single email:

Worldwide $1,950.00  Regional: $1,250
- 20% off for press release posting for one month
Twelve email blasts:

Worldwide $8,950.00    Regional: $5,950
- Valid 1 year
- 50% off for press release postings for one year
Banners & Text-Links

- Banners and text links on eTurboNews are effective.
- Adblockers block Google ads. Your ad on eTurboNews will display your direct banner and text links to readers with an ad blocker installed.

Banners on the eTurboNews.com Website

- Average unique views monthly of more than 2+ million every month
- eTurboNews readers are interested in travel and tourism-related issues
- eTurboNews reach
- eTurboNews languages
- In-article banners or text links show in more than 1/4 million searchable news articles, reports, and feature stories for every reader, regardless of what article he or she reads.
- Limited availability

Rates:

Exclusive Banner on eTurboNews
Your stale and exclusive banner spot.
• Exclusive stale banner spot visible to all readers
• Reach all readers, including those using an adblocker
• OPTION to post a naturally fitted 1-2 line text with links in articles

$90.00/ day **Global**

• Regional banner is $30/day per country.
• Destination or Syndication Edition, such as Caribbean Tourism News: 45.00/day

*Shared Banner on eTurboNews*
Your banner spot is shared with up to 3 other advertisers showing up randomly.

• Shared and different size rotating banners on websites before and after paywall lines
• Exclusive stale banner spot visible to all readers
• Reach all readers, including those using an adblocker
• OPTION to post a naturally fitted 1-2 line text with links in articles

$30.00/ day **Global**

• Regional exposure is $10/day per country.
• Destination or Syndication Edition: 15.00/day
Take Over eTurboNews.com
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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.

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