



1



Read – listen & watch
Strategic consulting, marketing

MEDIA KIT

ABOUT US

Not a wire
service, but
independent
journalism with
access to
syndication

- ▶ We are not a newswire service, but own our audience and love independent journalism..
- ▶ Travel News Group offers a complete solution for communication, marketing, and visibility
- ▶ 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 102+ languages
- ▶ Extensive syndication
- ▶ News aggregators include Google-, Bing-, Yahoo News
- ▶ Extensive social media network on Twitter, Telegram, Facebook, and 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 & training

HISTORY

- ▶ Travel News Group started with eTurboNews 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.





- First online publication in the world since April 1999
- reaching 2+ million in 102 languages 24/7
- Foremost online news venue for close to 200,000 travel industry professionals everywhere in the world
- Critical, unique, trustworthy

FLAGSHIP PUBLICATION



- TravelWireNews was launched first in 2011 and relaunched 2024 a SHORT NEWS to summarize press releases in 100-300 words
- reaching all eTurboNews subscribers and an increasing number of visitors due to Google, Bing, and other search positionings
- easy to read for the busy travel industry professional



Juergen Steinmetz · Aviation News ·
August 15, 2025

Jamaica's Global Airlift to Increase For All and Winter 2025/2026

Jamaica is set to strengthen its position as one of the world's most accessible island destinations over the next six...




Juergen Steinmetz · Aviation News ·
August 13, 2025

The German Government Wants Africans to Fly More for Tourism

In a region of 300 million people, fewer than 7.2 million passengers take to the skies each year — and...

RECOMMENDED




Venues

Acamaya Weddings in Puerto Morelos Mexico


11 months ago

www.acamayaweddings.com
info@acamayaweddings.com +52 998 756 3961 NoelUrbain Beachfront weddings...



Meeting Planners

Rondon Ridge in Mount Hagen Western Highlands Province...




Meeting Planners

2W Apartments Service in Lima Peru


Home Submit

6




news

Guam Br to 2025 Taipei Tourism Expo




news

IMEX Ranks Top 10 in Best Places to Work Awards




news

Industry Stars Celebrated at IMEX Frankfurt Gala...



news

2025 IMEX Frankfurt Closes on a High



news

IMEX Frankfurt Gala...

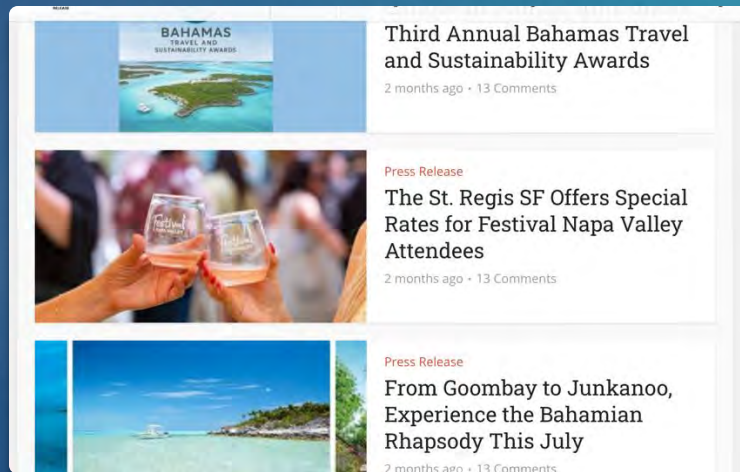
AVIATION.TRAVEL MEETINGS.TRAVEL



**FOR IMMEDIATE
RELEASE**

For Immediate Release has
been the official newswire
for bloggers and
influencers by eTurboNews

More than 10,000 writers



Saudi Tourism News



Hawaii News



Online

MORE
INHOUSE
SYNDICATION

Targeted Syndication:

AP

Not quantity but quality

► We work with the best in PR and media contacts established over the last 25 years to introduce your story to the most relevant and significant publications for inclusion, interviews, and consideration. This is done by a team of experts in this field, not mass emailing or electronic pitches. The key here is not quantity but quality and your footprint in the public domain. This approach is a mix of consulting and outreach.

► AP, Direct access to newsrooms, hundreds of journalists, influencers, bloggers

► This option is only available for pre-screened clients and relevant news that could make an impact. It's not for mass production but for quality exclusive news pitches.




SOCIAL MEDIA & CHAT GROUPS

- YOUTUBE
- VIMEO
- Facebook Pages
- Facebook Groups
- LinkedIn
- Instagram
- Twitter
- Yandex
- Telegram
- Vimeo
- Pinterest
- WhatsApp Chat Groups

Google Maps

1,000,000
photo views

Qatar Airways Firs... 6/11/23

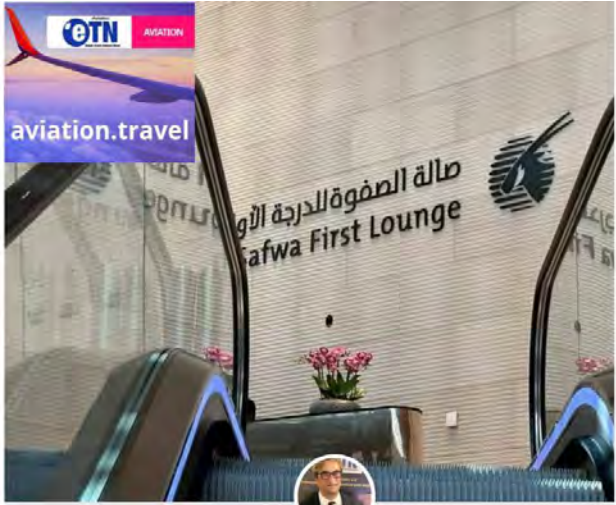


[See your photos >](#)

Your photo is helping in a big way

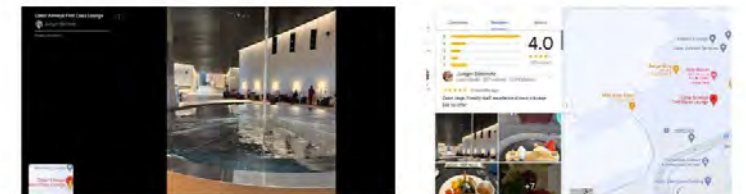
Congrats! Your post just reached a new milestone. It's now been viewed over 1,000,000 times, helping lots of people get the information they need.

aviation.travel



Written by Juergen T Steinmetz

Qatar Airways may as well be a 5-star plus airline when it comes to service, but lags behind when it comes to its call center.

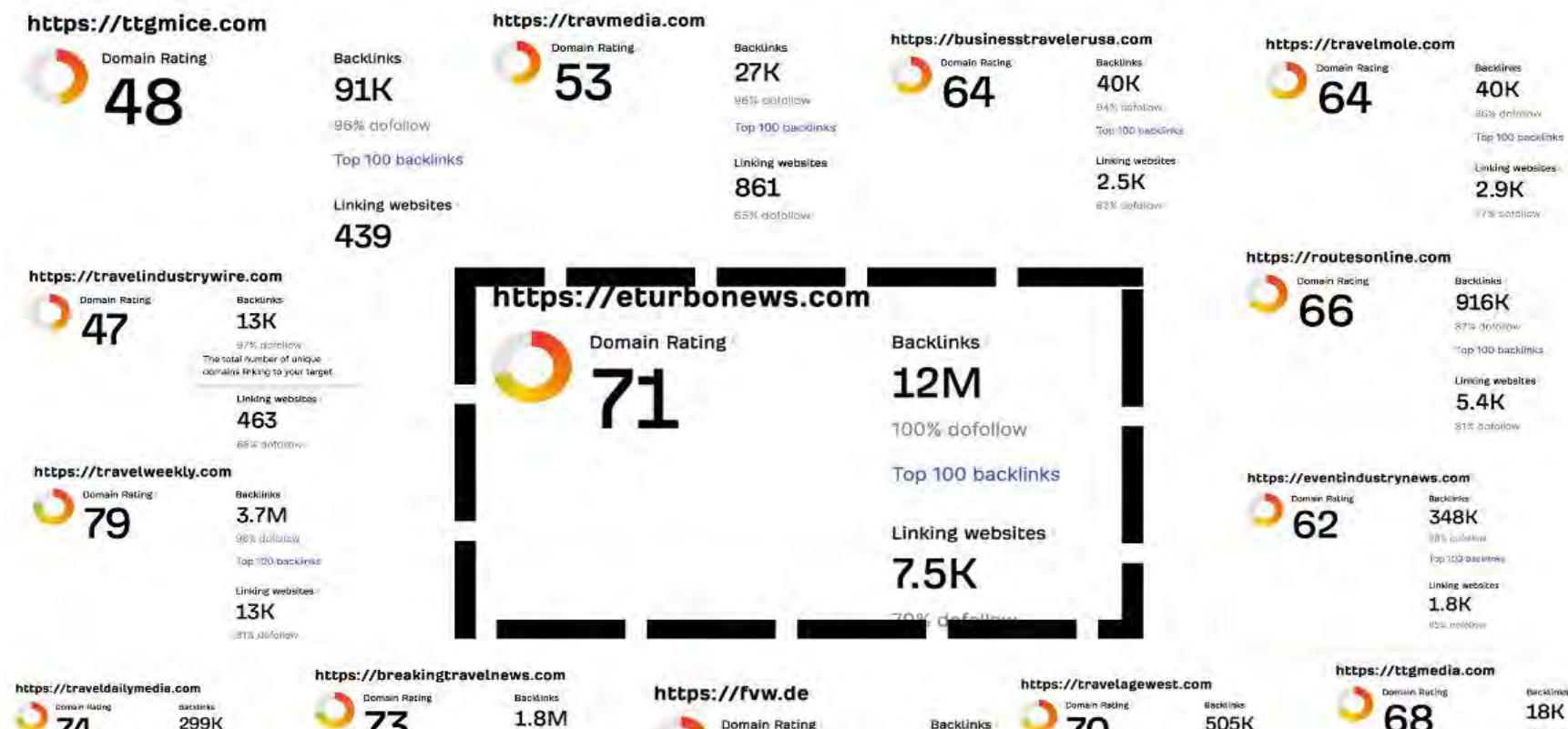


RATINGS

Among all major travel industry publications, eTurboNews is number 1 with backlinks, all are 100% do-follow links.

We're number 3 in linking to relevant story sources and 5 in overall news portal ranking.

Considering 106 independent language sites under the eTurboNews domain, this ranking for some of our primary languages is likely higher.



REACH

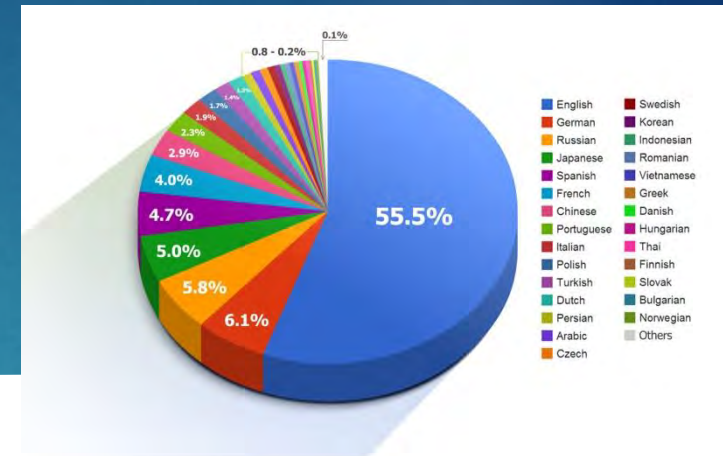


12



Languages

13



- 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
- Lao
- Macedonian

- Malagasy
- Malay
- Malayalam
- Maltese
- Maori
- Marathi
- Mongolian
- Burmese
- Nepali
- Norwegian
- Pashto
- Persian
- Polish
- Portuguese
- Punjabi
- Romanian
- Russian
- Samoan

- Scottish Gaelic
- Serbian
- Sesotho
- Shona
- 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

READERS BY LANGUAGE EDITIONS (1)

LANGUAGE DEFAULT IS ENGLISH

ALBANIAN	12,900
ARABIC	305,000
ARMENIAN	3,630
AZERBAIJANI	15,200
BENGALI	9,060
BULGARIAN	21,200
CHAMORRO	5,520
CHINESE	116,000
CHINESE TRADITIONAL	9,010
CROATIAN	6,020
CZECH	74,100
DANISH	249,000
DUTCH	4,460
ENGLISH	2,950,300
ESTONIAN	90,400
ETHIOPIAN	50,200

FINNISH	15,200	
FRENCH	14,100	
GERMAN	27,900	
GEORGIAN	13,600	
GREEK	9,950	
HAITIAN	15,300	
HAUSA	40,000	
HEBREW	28,500	
HUNGARIAN	9,860	
ICELANDIC	21,500	
INDONESIAN	41,500	
ITALIAN	13,400	
JAPANESE	15,400	

READERS BY LANGUAGE EDITION (2)

LANGUAGE
DEFAULT IS ENGLISH

JAPANESE	15,400	
KAZAKH	22,400	
KOREAN	18,200	
LITHUANIAN	7,930	
LAO LANGUAGE	4,970	
LATVIAN	8,420	
MALAY	24,900	
MONGOLIAN	13,100	
NORWEGIAN	15,600	
PASHTO OR PUSHTO	7,140	
PERSIAN (IRAN)	17,200	
POLISH	12,500	
PORTUGUESE	9,430	

RUSSIAN	10,900	
SINHALA	2,680	
SLOVAK	4,850	
SOMALI	38,200	
SPANISH	40,500	
SWAHILI	47,200	
SWEDISH	12,900	
TAGALOG	74,900	
THAI	25,700	
TURKISH	3,460	
URDU	6,090	
UZBEKISTAN LANGUAGE	90,400	
VIETNAMESE	8,070	
ZULU	7,420	

Readers by Country & Regions



16

- 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
- 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: 8,922
- 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

Readers by Country & Regions



17

- 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: 669
- Cayman Islands: 659

Readers by Country & Regions

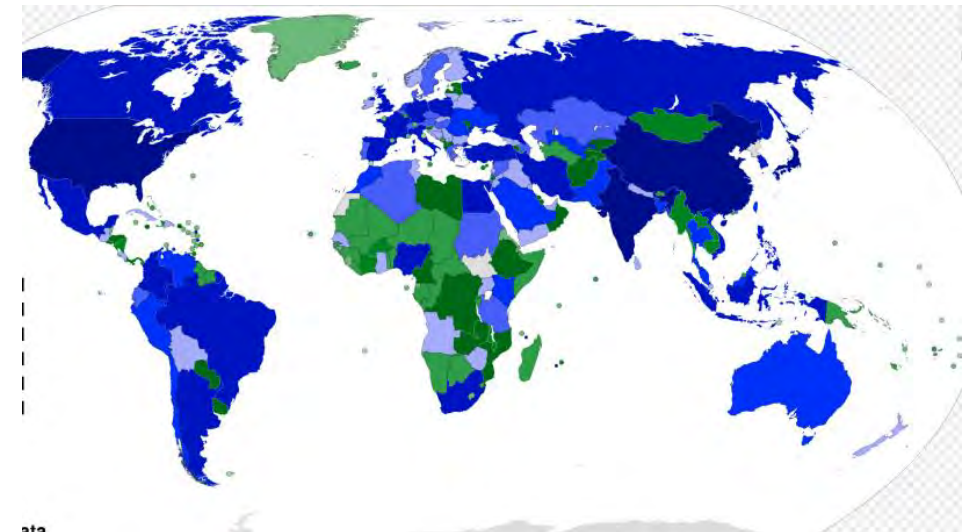


- Belize: 637
- Montenegro: 633
- Senegal: 633
- Guyana: 623
- Cameroon: 619
- Bermuda: 611
- Sudan: 605
- Cote d'Ivoire: 597
- Moldova: 567
- Macao: 560
- Aruba: 559
- Curacao: 526
- Syria: 523
- Congo – Kinshasa: 514
- Solomon Islands: 477
- Guatemala: 466
- Libya: 458
- Sint Maarten: 434
- Fiji: 428
- 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 Virgin 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

Readers by Country & Regions



- 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: 32
- 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 Ter: 3
- Niue: 3
- North Korea: 3
- Svalbard & Jan Mayen: 3
- Norfolk Islands: 2
- St. Pierre & Miquelon: 2
- Antarctica: 1



Readers by Cities



20

- 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
- 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, TN: 11,064
- Quezon City: 11,126
- Cape Town: 10,131
- Shanghai: 10,006
- Sacramento, CA: 9,947
- Sandton: 9,945
- Miami, FL: 9,885
- Tampa, FL: 9,634
- Milan: 9,469
- San Antonio, TX: 8,813
- Kansas City, MO: 8,848
- Kingston, Jamaica: 8,217
- Johannesburg: 8,176
- Kuala Lumpur: 8,160
- Delhi: 8,158
- Paris: 8,143
- Pune: 8,061
- Makati: 8,056
- San Jose: 7,855
- Baltimore, MD: 7,680
- Mumbai: 7,581
- Detroit, MI: 7,357
- Lagos: 7,329
- Madison, WI: 7,251
- Changsha: 7,199
- Bengaluru: 7,068
- Dublin: 7,068
- Springfield, MO: 7,024
- Pretoria: 6,987

Top growing pages

Compared to previous month

Page	Clicks (web)
https://www.eturbonews.com/566827/all-flights-from-usa-and-europe-will-be-cancelled-as-of-friday-president-trump/	+33.2K
https://www.eturbonews.com/567170/could-cuba-save-italy-and-the-world-from-coronavirus/	+28.3K
https://www.eturbonews.com/568012/what-countries-have-no-cases-of-coronavirus-yet/	+16.2K

Devices

By clicks (web)



Your March performance on Google Search



<https://www.eturbonews.com/>



327K

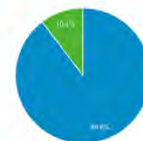
Clicks (web)



11M

Impressions (web)

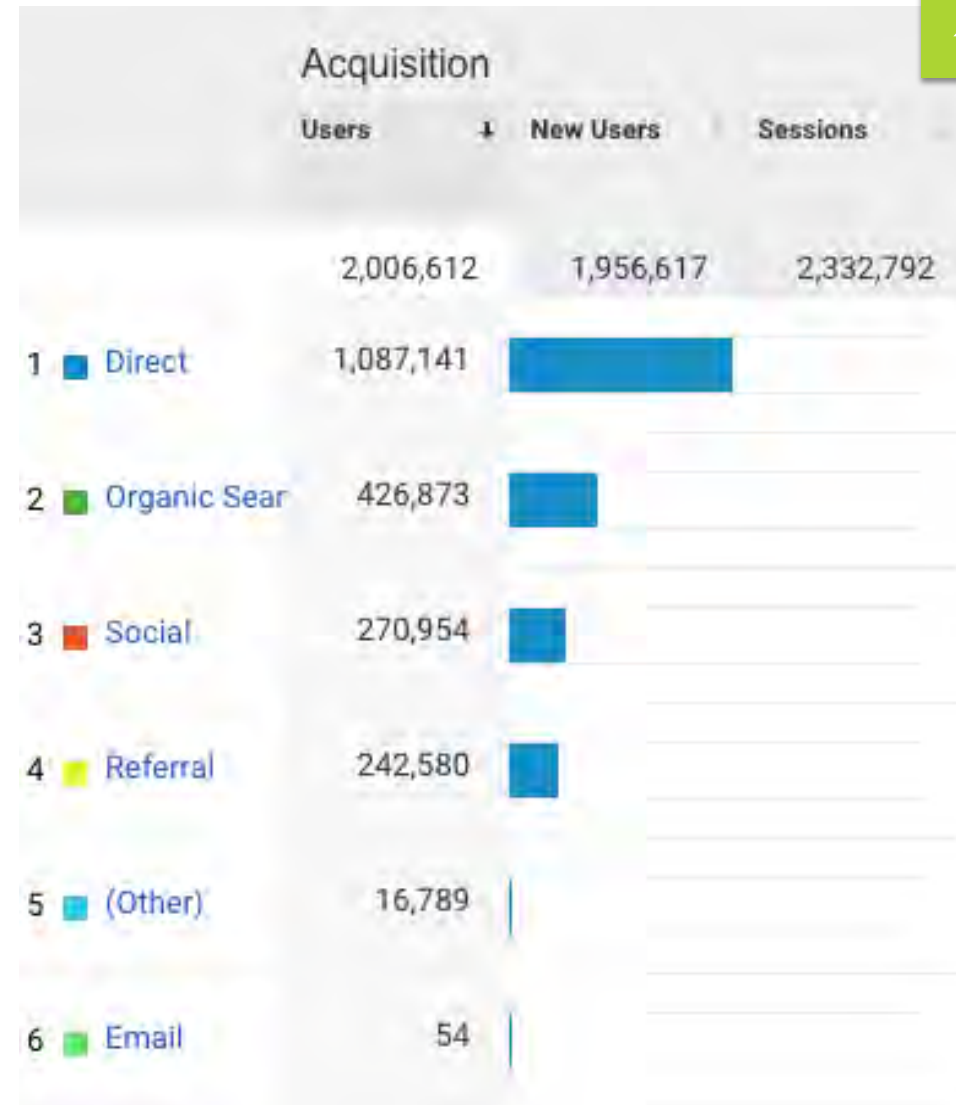
User Type	Users	Users	Contribution to total: Users
	2,006,612 % of Total: 100.00% (2,006,612)	2,006,612 % of Total: 100.00% (2,006,612)	
1. New Visitor	1,952,147	89.63%	
2. Returning Visitor	225,881	10.37%	



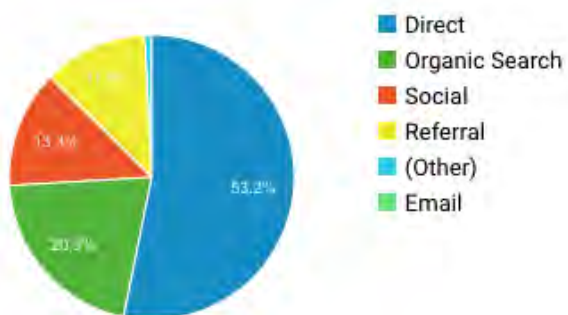
Analytics

Acquisition Analytics

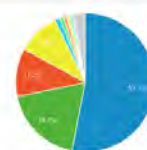
22



Top Channels

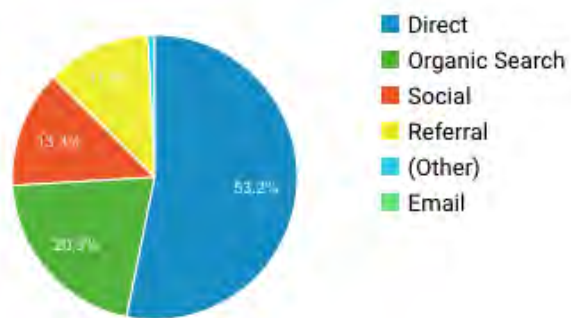


Source / Medium	Users	Users	Contribution to total:
	2,006,612	2,006,612	
	% of Total: 100.00%	% of Total: 100.00%	
1. direct / (none)	1,087,141	53.06%	
2. google / organic	382,941	18.69%	
3. m.facebook.com / referral	228,786	11.17%	
4. googleapis.com / referral	201,762	9.85%	
5. bing / organic	24,884	1.21%	
6. disqus.com / referral	17,178	0.84%	
7. news.google.com / referral	15,626	0.76%	
8. facebook.com / referral	14,544	0.71%	
9. yahoo / organic	12,265	0.60%	
10. izodo / push_notification	9,084	0.44%	

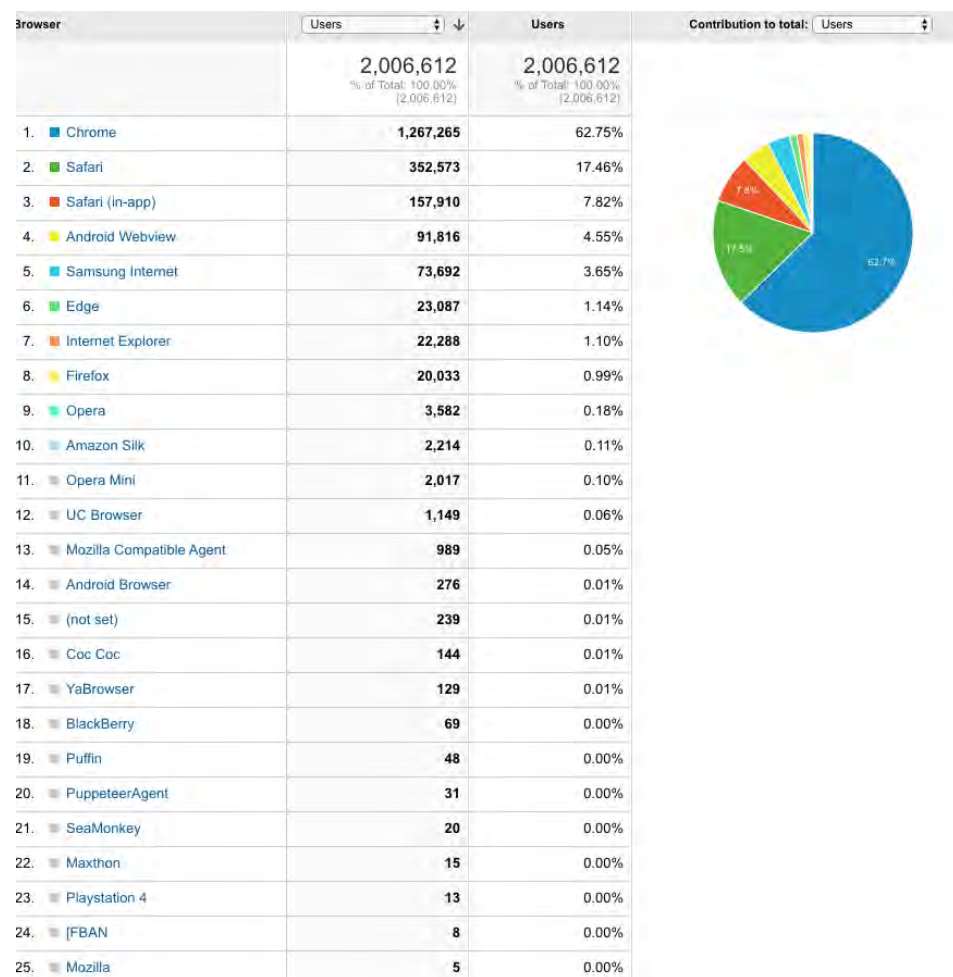


Traffic Analytics

Top Channels



Click Analytics



Browser Analytics

PR = GET NOTICED That's where we step in

- ▶ The whole concept of Public Relations is to get noticed, right?
- ▶ But with so many media sources out there these days:
- ▶ How do you get noticed and stand out in the crowd?
- ▶ How do you make Google fall in love with you
- ▶ How do you make social media hungry for more of your news?
- ▶ You get noticed by becoming Bloody Good News, that's how.
And that happens when you have–Catchy (not gray) headlines.
- ▶ Spicy articles that make people remember and want to read more.
- ▶ Guaranteed coverage in prime publications

**Bloody
Good
News**





Earned Media

**GUESTPOST –
ARTICLE –
PRESS RELEASE
POSTINGS**

Global Local, Regional announcements



- ▶ How can you dramatically increase your press release's effectiveness?
- ▶ Your release, banners, or links are positioned on top or below a story headline
- ▶ Position your message to be seen by readers in the country or countries you target, and change messages per country and viewer.
- ▶ Google does not index super releases, but visible on every single article eTN publishes (more than ½ million)
- ▶ Target readers by languages, regions

Embedded Crosslinks

It is global practice for Politicians to retire into these publicly and privately funded Institutions, and most Governments use them as Policy sounding boards.

Dr. Walter Mzembi told eTN:



A Tourism Hero is Back on the World Stage: Dr. Walter Mzembi

Thanks to the support of the German Ambassador and after years in exile, Dr. Walter Mzembi will have a chance to remind the world of the role tourism adds to peace, tourism through folklore and culture. This will reinstate its standing on the global

Google

- ▶ **How can we dramatically increase your press release's effectiveness** by multiplying the number of viewers and, at the same time, increasing the shelf life of your release up to 100 times?

>>>>**Embedded crosslinks!**<<<<

Your Marriott press releases embedded in another eTN Article – for example.

Crosslinks or article embedding can be done globally, by country, or regionally.

Email – blasts

Your private email to our global audience of 138,000+ travel and tourism professionals worldwide.

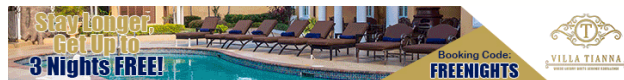
A free follow-up email to everyone who did not open your original email within 48 hours

A different free follow-up email will be sent to those who had opened your original email message.

Push alert with a link to your email showing on the computer screen of up to 450,000 eTN readers. It has the potential to be seen by 2+ million readers.



Travel-Telegram



**MY FAVORITE
IN DUBAI**

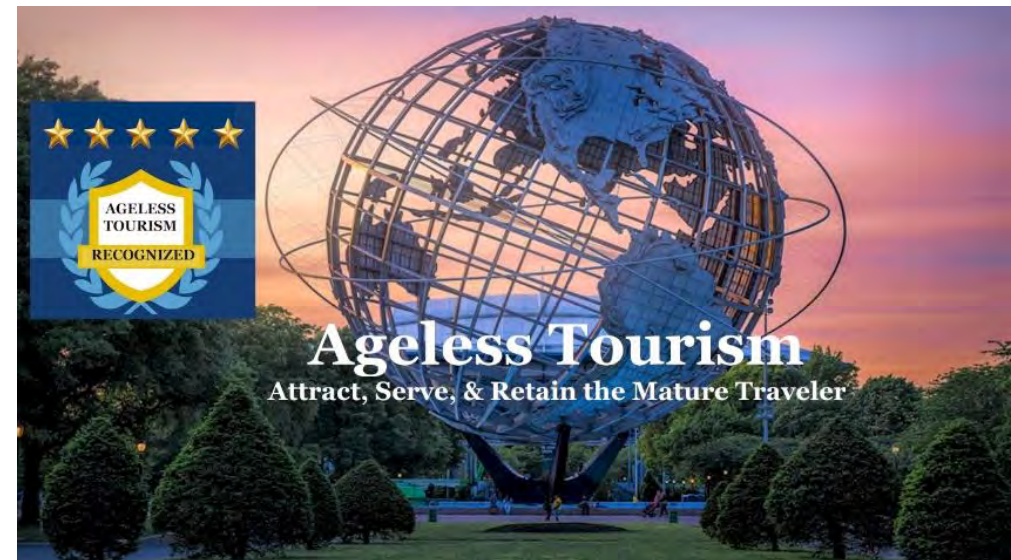


1



Contact me to introduce your hotel, tour, airline, cruise ship, attraction, or destination

Banners,
Text Links &
Take Over
Campaigns



Consulting, Seminars, Training & Speakers

Training Your Police: Tourism Oriented Policing (TOPs), how it works and why it is essential for a viable tourism industry.

Getting On Board: Helping Your Police and Other City Employees to be Part of the Tourism Industry.

Marketing to the Baby-boom Generation, Generation X and beyond.

New Trends in Tourism Marketing and International Tourism.

When the Market is Tight and the Economy Is Slow: New Ideas in Marketing.

Something from Nothing: The Art of Creating New Attractions.

Tourism Ethics: Linking the Wisdom of Moses to Your Tourism Product.

Understanding Tourism Statistics: When is a fact a fact and The Art of Travel Writing and Press Releases.

The Best of Tidbits: Some of Favorite Tidbits Topics given in oral form

Tourism Ethics: Linking the Wisdom of Moses to Your Tourism Product



Ageless Tourism Project

► WHAT WE OFFER Through our Ageless Tourism

- Discovery Consultation (100% Free), we help you:
- Identify ways to attract and retain foreign travelers over 60
- Assess your destination's age-readiness using our proven Lensing™ methodology
- Highlight quick wins that drive revenue and elevate your brand

► We consult on:

- • Inclusive marketing for global 60+ travelers
- • Accessibility audits for attractions and digital assets
- • Staff training for age-savvy service
- • Multi-generational and wellness travel planning
- • Programs for travelers with dementia or hidden disabilities
- • Vendor matching for age-friendly services



Tourism Safety, Security Training

Tourism and More is our global partner and delivers global consulting, training, and certification in tourism safety, security, customer service, and tourism police training. With more than 25 years of international experience, the organization helps destinations enhance visitor experiences, strengthen security, and drive economic growth through tourism.



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- Saudia Airlines
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- California Tourism
- City of Baden Baden
- IIPT
- Sandals Resorts
- ACE MICE
- OTDYKH
- ECPAT
- Simpleview
- Finpartners
- Honolulu Police Department
- Edeman PR

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- Nepal Tourism Board
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- Jamaica Minister of Tourism
- Bahrain Convention Center
- JATA Japam Tourism Expo
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- Czech Tourism
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Croatia Tourism Board	St. Kitts Tourism	Roadtrips	Trinidad & Tobago Tourism
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