



Read – listen & watch
Strategic consulting, marketing

MEDIA KIT

ABOUT US

- ▶ Travel News Group offers a complete solution for communication, marketing, and visibility
- ▶ Travel News Group is the publisher of 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, 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

TRAVELWIRE NEWS

5

- 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

SMART SYNDICATION

We write and syndicate feature news stories to 2,500+ local and national media outlets, but we will always ensure original critical coverage without destroying your reputation among publications, bloggers, and journalists.

Media placement of your story in local news outlets that consumers read and trust, generating tons of local news clips you can share to excite and inspire your current and potential customers, vendors, employees, sales teams, and more.

An initial and detailed report with links to your story will be provided within days of placement. If this expected reach cannot be achieved, we will rewrite and repeat stories produced by us.

The dashboard screenshot displays the following information:

- Travel News Group** logo at the top.
- Article preview: "Escape to the Caribbean for Stress-Free Holidays" with a sub-headline "Serenity Awaits at Calabash Cove Resort & Spa St Lucia".
- Media outlets shown: THE BUFFALO NEWS, Pittsburgh Post-Gazette, ST LOUIS POST-DISPATCH, ATHENS BANNER-HERALD, San Diego Union-Tribune, KTBS abc, Boston Herald.com, LINCOLN JOURNAL, StarTribun, news12 LONG ISLAND.
- Summary statistics:
 - 2,500+** media placements of the mat release
 - 190+ Million** Cumulative reach of the news sites each month
 - 1 for \$5,500** / **3 for \$12k** (Ask About Additional Series Discounts)

INHOUSE SYNDICATION



tourist.news

Articles for **Tourists**

**LUXURIOUS
TRAVEL**

News about the **Luxury
Travel Market**



News on **Investments** in the
Travel & Tourism Industry



Articles about **Wines**, Spirit,
and tourism associated
with it

**TOURISM
EXECUTIVES**

wtn
World Tourism Network

News about **Executives** in
the Travel & Tourism
Industry



News on **Amazing Travel**
packages and travel
opportunities.

MORE MEMBER PUBLICATIONS



Listing and updates on
global events



Breaking **Travel & Tourism News** from around the world



Travel Industry News

Travel Industry News



For Immediate Release
Wire for Journalists &
Bloggers



Publication about **Aviation**,
Airports & Airlines

meetings.travel
M.I.C.E.

Publication about the
Meeting and Incentive
Industry (MICE)

MORE MEMBER PUBLICATIONS



Tourism News from and about the Caribbean

Saudi Tourism News



Tourism News from and about Saudi Arabia

African
Tourism
Board™



Tourism News from and about Africa by African Tourism Marketing



German
Tourism
Board



Targeted Syndication:

► 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.

► 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.

Not quantity but quality

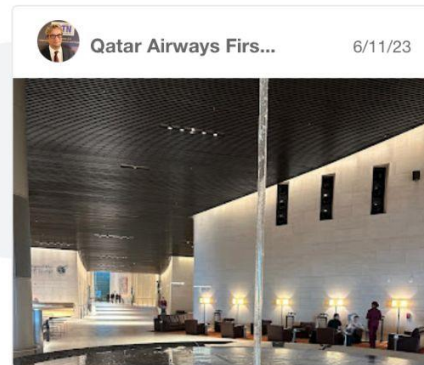


SOCIAL MEDIA & CHAT GROUPS

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

Google Maps

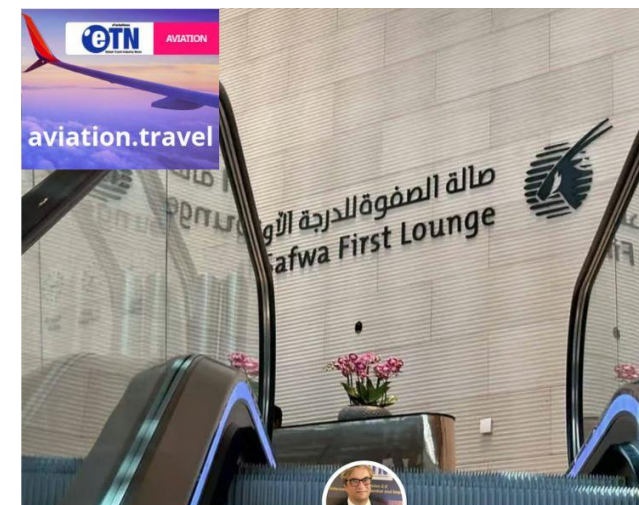
1,000,000
photo views



[See your photos >](#)

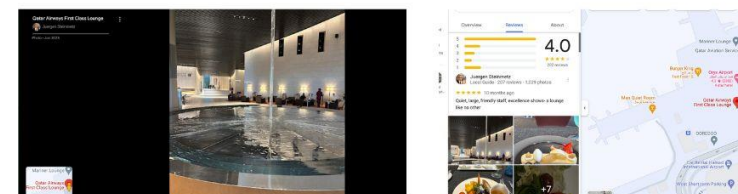
Your photo is helping in a big way

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.



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.

<https://ttgmice.com>



Backlinks: 91K

96% dofollow

[Top 100 backlinks](#)

Linking websites: 439

<https://travmedia.com>



Backlinks: 27K

96% dofollow

[Top 100 backlinks](#)

Linking websites: 861
65% dofollow

<https://businesstravelerusa.com>



Backlinks: 40K

94% dofollow

[Top 100 backlinks](#)

Linking websites: 2.5K
83% dofollow

<https://travelmole.com>



Backlinks: 40K

86% dofollow

[Top 100 backlinks](#)

Linking websites: 2.9K
77% dofollow

<https://travelindustrywire.com>



Backlinks: 13K

97% dofollow
The total number of unique domains linking to your target.

Linking websites: 463
68% dofollow

<https://travelweekly.com>



Backlinks: 3.7M

98% dofollow

[Top 100 backlinks](#)

Linking websites: 13K
81% dofollow

<https://eturbonews.com>



Backlinks: 12M

100% dofollow

[Top 100 backlinks](#)

Linking websites: 7.5K
70% dofollow

<https://routesonline.com>



Backlinks: 916K

87% dofollow

[Top 100 backlinks](#)

Linking websites: 5.4K
81% dofollow

<https://eventindustrynews.com>



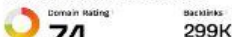
Backlinks: 348K

98% dofollow

[Top 100 backlinks](#)

Linking websites: 1.8K
85% dofollow

<https://traveldailymedia.com>



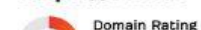
Backlinks: 299K

<https://breakingtravelnews.com>



Backlinks: 1.8M

<https://fww.de>



Backlinks: 505K

<https://travelagewest.com>



Backlinks: 18K

<https://ttgmedia.com>



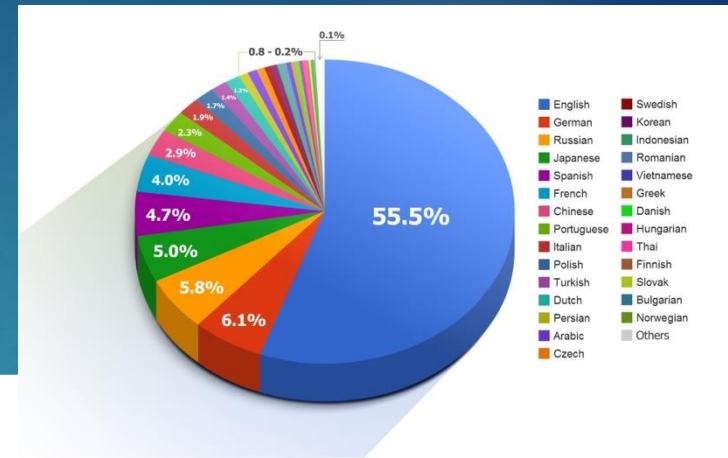
REACH



13



Languages



- 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 Country & Regions



- 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



- 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

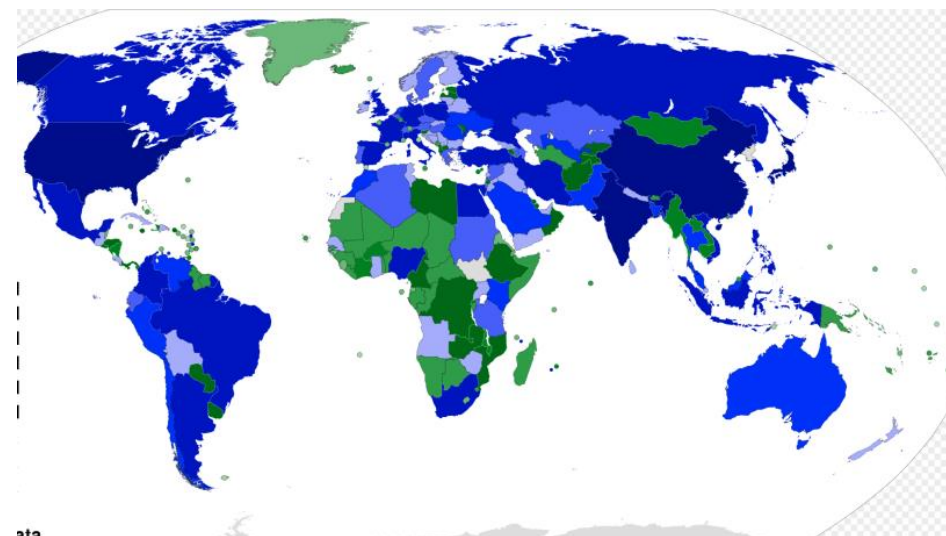


- Belize: 637
- Montenegro: 633
- Senegal: 633
- Guyana: 623
- Cameroon: 619
- Bermuda: 611
- Sudan: 605
- Cote d'Ivoire: 597
- Moldova: 567
- Macao: 560
- Aruba: 559
- Curacao: 526
- Syria: 523
- Congo – Kinshasa: 514
- Solomon Islands: 477
- Guatemala: 466
- Libya: 458
- Sint Maarten: 434
- Fiji: 428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



- 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, TS: 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

Devices

By clicks (web)



Desktop 104K
Mobile 211K
Tablet 12.3K

| 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% | |

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 |

Your March performance on Google Search



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

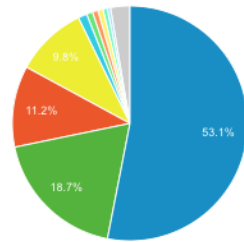
327K Clicks (web)
11M Impressions (web)

Analytics

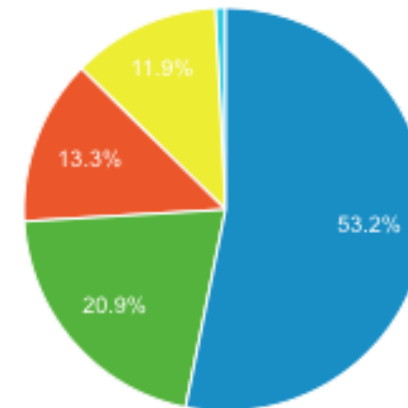
Acquisition Analytics

| | Acquisition | | |
|--------------------|-------------|-------------|------------|
| | Users ↓ | New Users ↓ | Sessions ↓ |
| | 2,006,612 | 1,956,617 | 2,332,792 |
| 1 ■ Direct | 1,087,141 | | |
| 2 ■ Organic Search | 426,873 | | |
| 3 ■ Social | 270,954 | | |
| 4 ■ Referral | 242,580 | | |
| 5 ■ (Other) | 16,789 | | |
| 6 ■ Email | 54 | | |

| source / Medium | 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. (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. izooto / push_notification | 9,084 | 0.44% | |



Top Channels



- Direct
- Organic Search
- Social
- Referral
- (Other)
- Email

Traffic Analytics

Total clicks

327K



Total impressions

11M



Average CTR

3%



Average position

25



Clicks

30K

20K

10K

0

3/1/20

3/5/20

3/9/20

3/13/20

3/17/20

3/21/20

3/25/20

3/29/20

Click Analytics

| Browser | 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. Chrome | 1,267,265 | 62.75% | <p>A pie chart illustrating the distribution of browser users. The largest segment is Chrome at 62.7%, followed by Safari at 17.5%, Safari (in-app) at 7.8%, and several other smaller segments representing various other browsers.</p> |
| 2. Safari | 352,573 | 17.46% | |
| 3. Safari (in-app) | 157,910 | 7.82% | |
| 4. Android Webview | 91,816 | 4.55% | |
| 5. Samsung Internet | 73,692 | 3.65% | |
| 6. Edge | 23,087 | 1.14% | |
| 7. Internet Explorer | 22,288 | 1.10% | |
| 8. Firefox | 20,033 | 0.99% | |
| 9. Opera | 3,582 | 0.18% | |
| 10. Amazon Silk | 2,214 | 0.11% | |
| 11. Opera Mini | 2,017 | 0.10% | |
| 12. UC Browser | 1,149 | 0.06% | |
| 13. Mozilla Compatible Agent | 989 | 0.05% | |
| 14. Android Browser | 276 | 0.01% | |
| 15. (not set) | 239 | 0.01% | |
| 16. Coc Coc | 144 | 0.01% | |
| 17. YaBrowser | 129 | 0.01% | |
| 18. BlackBerry | 69 | 0.00% | |
| 19. Puffin | 48 | 0.00% | |
| 20. PuppeteerAgent | 31 | 0.00% | |
| 21. SeaMonkey | 20 | 0.00% | |
| 22. Maxthon | 15 | 0.00% | |
| 23. Playstation 4 | 13 | 0.00% | |
| 24. [FBAN | 8 | 0.00% | |
| 25. Mozilla | 5 | 0.00% | |

Browser Analytics

Happy Clients



- Tourism Authority of Thailand
- Bahamas Tourism Board
- Indonesia Tourism
- Seychelles Tourism Board
- Vanilla Island Tourism Organization
- Brunei Tourism
- Guam Tourism Board
- Jordan Tourism Board
- Hawaii Tourism Association
- Saudi Ministry of Tourism
- Saudia Airlines
- Etihad
- California Tourism
- City of Baden Baden
- IIPT
- Sandals Resorts
- ACE MICE
- OTDYKH
- ECPAT
- Simpleview
- Finpartners
- Edeman PR

- Malta Tourism Board
- Nepal Tourism Board
- Bhutan Tourism
- Hong Kong Tourism Board
- Cape Town Tourism Board
- Jamaica Tourism Board
- Jamaica Minister of Tourism
- Bahrain Convention Center
- JATA Japam Tourism Expo
- Jetwings Sri Lanka
- Rajasthan Chief Minister
- City of Damyang, S. Korea
- Zimbabwe Minister of Tourism
- Korean Tourism Board
- Uganda Tourism Board
- Sri Lanka Tourism Board
- Maldives Marketing and PR Corporation
- Seychelles Minister of Tourism
- Seychelles Tourism Board
- Czech Tourism
- Meet Puerto Rico
- Reunion Tourism
- IGLTA

| | | | |
|---------------------------------------|-------------------------|---------------------------------------|----------------------------|
| Croatia Tourism Board | St. Kitts Tourism | Roadtrips | Trinidad & Tobago Tourism |
| Antigua Tourism | SKAL | IMEX | World Travel Market (Reed) |
| Kenya Tourism Board | Agoda | Centara Hotels & Resorts | Outrigger Hotels & Resorts |
| Hilton Hotels & Resorts | Corinthia Hotels | Marianas Visitors Authority | Charley's Taxi Honolulu |
| World Travel & Tourism Council (WTTC) | PATA | TTG Asia | Dresden Marketing GmbH |
| | Premier Travel Magazine | Hawaii Visitors and Convention Bureau | |

Our Unique 3-Step Syndication Approach

Our syndication works differently and smartly to avoid multiplication, especially in label content Google duplicates.

FIRST STEP:

Our focus is on publications we own and control

Our first focus is positioning your story on eTurboNews and our publications (in-house syndication). Only once this is successful also in the search world, we go to step TWO

SECOND STEP:

Partner publications

We will create an alternate story with the same essential message and content and push it to relevant contract publications. Travel News Asia, Hindustan Times, selected TTG publications, and Business Travel are some of our partners. There will never be a duplication penalty, so your story is unique and prominent on all partner platforms, also for the search engines (Google)

THIRD STEP:

News Aggregators and Wire Services

Only after your story has been prominently positioned twice will we work on creating a third version to include selected mass aggregators with a proven track record, such as EIN, Business Wire, US News, and Cision, among others.

This will get your third independent version of your story on some of the most known name brands in media, such as AP, Yahoo Finance, NBC, and many more.

It will also generate the glossy reports companies such as EIN or PR Newswire are famous for.

Our focus is on helping you keep ownership of your story and not destroy your reputation with mass content that a serious journalist would never look at.

Bloody Good News

... for travel brands with a story to tell

A Bloody Good Story

- Review, Research, Rewrite, Interview
- Production of a unique Bloody Good News Story or press release
- Post to eTurboNews, Syndication, and pitched to media partners
- Internal and external links to the story
- Wire Service distribution
- Google / Bing News and others
- Search engines
- A lead story in e-newsletters
- Social media posts and human engagement
- Discussion in chat groups

\$750.00

12 postings \$6,750.00

Bloody Good News

Earned Media



- ▶ **Earned Media Is NOT Free**
- ▶ If you were compensated as a PR professional to pitch your news to eTurboNews or to any of our publications, we strongly suggest you use our commercial partner options
- ▶ If we do find earned media content timely and newsworthy and publish it without compensation, an Earned Media Alert and Paywall may be added to your article to inform our readers your content was not fact-checked and may be promotional.
- ▶ It's essential for eTurboNews to be part of the earning process

Super Release

youtube.com · Feb 19 youtube.com · Jan youtube.com · Jun 07 2024

New 2025/26 Applications accepted!

eTurboNews Ambassador Status (VIP)

Since eTurboNews was started in 1999, our ambassador team has been a proud group of tourism VIPs, journalists, influencers, and unique characters in the travel and tourism industry. They are dedicated to eTurboNews principles as an independent voice for the global travel and tourism industry.

Ambassadors are invited to join the eTurboNews advisory board. eTurboNews ambassadors and VIPs will be listed with a searchable public profile page and will have priority in everything we do. Ambassadors can also remain anonymous.

Ambassadors are expected to contribute in any way possible and receive priority for editorial mention.

[Click here to apply](#)

Tourism Boom Fuels Thailand's Property Market

Add Comment · March 13, 2025 · by Andrew J. Wood - eTN Thailand · 3 min read

- ▶ How can you dramatically increase your press release's effectiveness?
- ▶ A Super Release is positioned on top or below a story headline (yellow background)
- ▶ 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)
- ▶ Combine a super release with a regular release, indexed and included on e-newsletters.

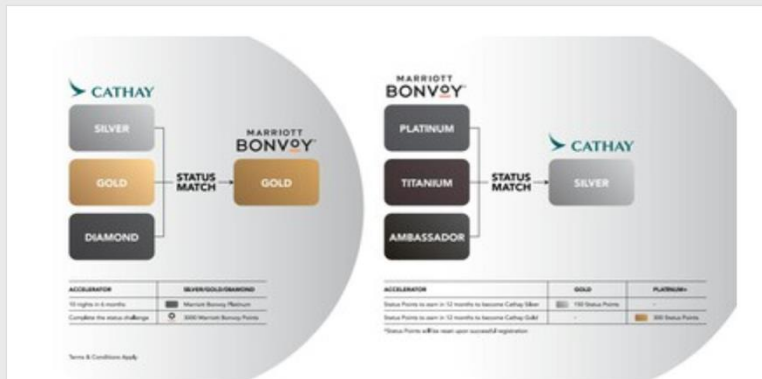
Included in press-release postings

- Excerpt
- Spell & Grammar Check
- One feature photo or logo
- One internal link
- One outgoing link
- Search engine submission with index guarantee.
- News aggregator submissions, such as Google and Bing News
- Translated and included on our 100+ independent and searchable language news portals
- Quote
- About Statement
- SEO check (keyphrase, keywords, headline, excerpt) and adjustment for better searches and openings:
- News portal (Frontpage) inclusion (must be relevant travel-related content):
- Additional photos and/or a YouTube-embedded link
- Included on the eTN email newsletters to 180,000+ travel industry subscribers (for travel-related postings only)
- Included in push notifications to the screen of 200,000+ subscribed web users:
- Text converted to Audio and YouTube Versions and submitted to Video and Podcast search engines
- Submitted to Social Media and Chat Groups, such as Facebook, LinkedIn, Instagram, X, Telegram, WhatsApp, etc:

Embedded Crosslinks

310,000 hotel rooms by 2030.

Saudi Arabia's hotel development portfolio is estimated to exceed US\$110 billion, with plans to create approximately 310,000 hotel rooms by 2030.



Marriott Bonvoy and Asia Miles by Cathay Pacific Combine Member Perks

Eligible members will gain exclusive access to both programs' membership benefits through limited status match offers, and accelerated points earning via a two-way conversi...

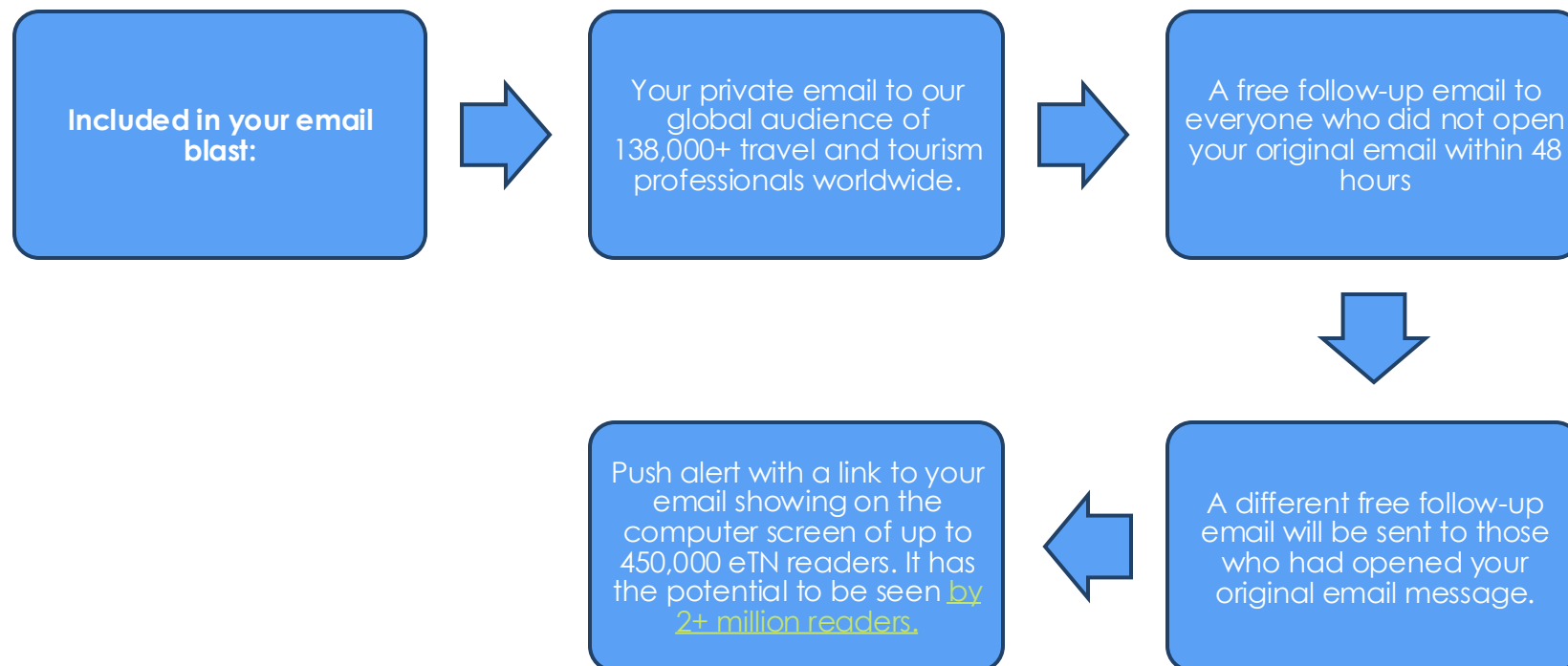
eTurboNews | eTN

► **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.

You can purchase up to 100 embedded crosslinks per release or article to multiply your exposure.

Email – blasts





Machu Picchu Tours

Discover the Peru on a Trek to Machu Picchu
flashpackerconnect.com

Open

Advertisement



Stay longer?
Get up to
3 Nights FREE!

Booking Code:
FREENIGHTS

VILLA TIANNA



**MY FAVORITE
IN DUBAI**

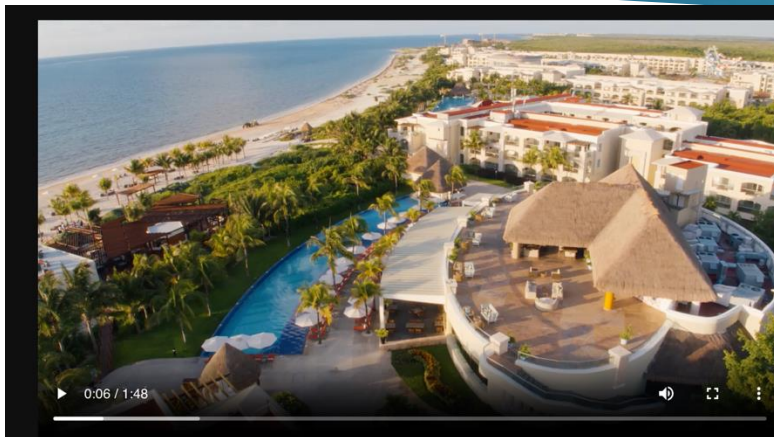


Contact me to introduce your hotel, tour, airline, cruise ship,
attraction, or destination

Banners,
Text Links &
Take Over
Campaigns

Promotional Videos & Sliders

Media in Motion



THE GRAND AT MOON PALACE: CANCUN, MEXICO

DESTINATION PROFILE

Profile of The Grand at Moon Palace, Cancun, Mexico. Promotional drone footage of the property.



BIGGEST WEEKEND

FOR VISIT JACKSONVILLE

Visit Jacksonville tasked us with capturing a jam packed weekend in a town that is often overlooked as a destination. This is one of several spots, each have a unique target audience: casual weekend travelers, convention and corporate meeting planners, historical interest tourists and others.

All of these events happened over 2 days and our shooting schedule was packed.



PALACE RESORTS

PROMOTIONAL VIDEO

Promo for Palace Resorts. Drone footage.

Award Winning Documentaries & Short Film Production

- ▶ Short documentaries and narrative stories/short films.
- ▶ Film tourism—choosing travel destinations based on where movies, TV series, and video content were filmed—is rapidly gaining popularity and shaping commercial tourist offerings.
- ▶ A striking example is New Zealand, where “The Lord of the Rings” fans flock to visit the iconic locations featured in the films. This phenomenon significantly boosted tourism, with annual visitors increasing from 1.7 million in 2000 to 2.4 million in 2004—a remarkable 40% rise.



Branded Documentary



Action Plan for The Ageless Traveler

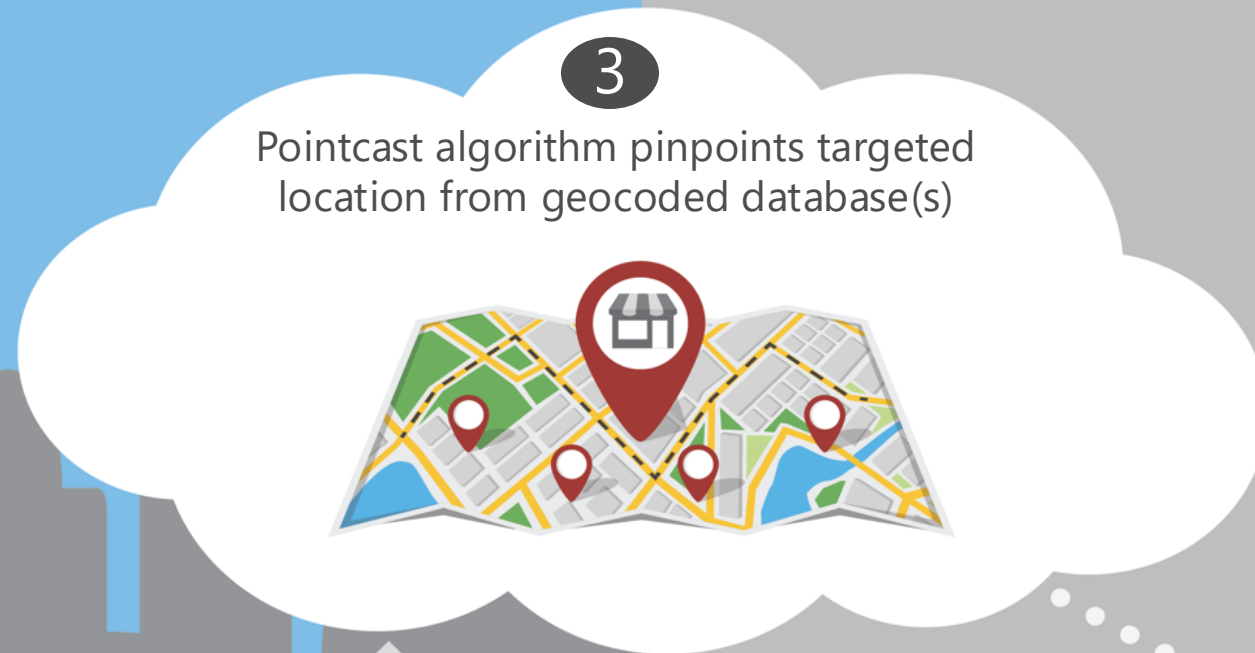
- Design and Sensory Accommodation
- Education, Awareness, Technologies
- Staff & Management Training - Age Awareness
- Marketing and Outreach: Phrases, Websites, Images, Approach
- Artificial Intelligence, Technology, Data
- Ageism and Attitudes
- Employment Practices
- Itinerary Building and Sustainability
- Inclusivity
- Advocacy
- Certification as Age Friendly

What if you could Point your Phone and Click on the real world?




For Tourism Destinations & more

Pointcast returns information on any geolocated point of interest



4
Pointcast returns relevant details about location to user



2
Device sends location & sensor data to Pointcast



Visit USA – Welcome International Tourists

It has never been more essential to make our international visitors feel welcome. We need to understand their concerns, fears, and motivations for visiting the United States of America.

We welcome international visitors with open arms. Do you?

The **VISIT USA** program helps lift our country's image, train law enforcement, and turn safety and security into a money-making proposition. It promotes your destination, hotel, or any stakeholder through shared outreach in key international markets.

Get to know our world-class team of marketing experts, motivation speakers, and trainers,

Visit www.visitusanews.com

PR, Marketing & Consulting

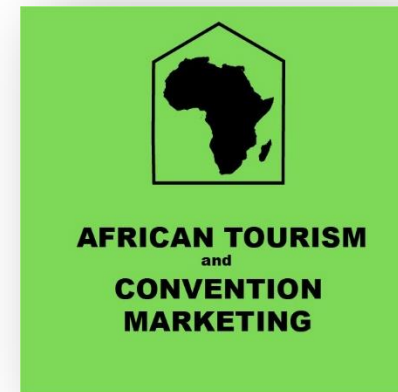
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Innovation & Management Consulting

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News**



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