



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

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- 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.

**Travel News Group**

**THE BUFFALO NEWS**  
**Pittsburgh Post-Gazette**  
**ST. LOUIS POST-DISPATCH**  
**ATHENS BANNER-HERALD**  
**San Diego Union-Tribune**  
**KTBS abc**

**Escape to the Caribbean for Stress-Free Holidays**  
**Serenity Awaits at Calabash Cove Resort & Spa St Lucia**

**Boston Herald.com**  
**Lincoln JOURNAL**  
**StarTribune**  
**news12 LONG ISLAND**

**Syndicate Content**

**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*

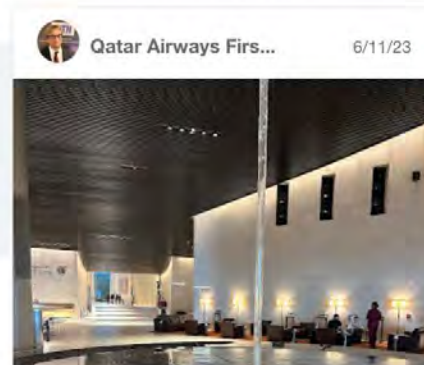


# SOCIAL MEDIA & CHAT GROUPS

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

Google Maps

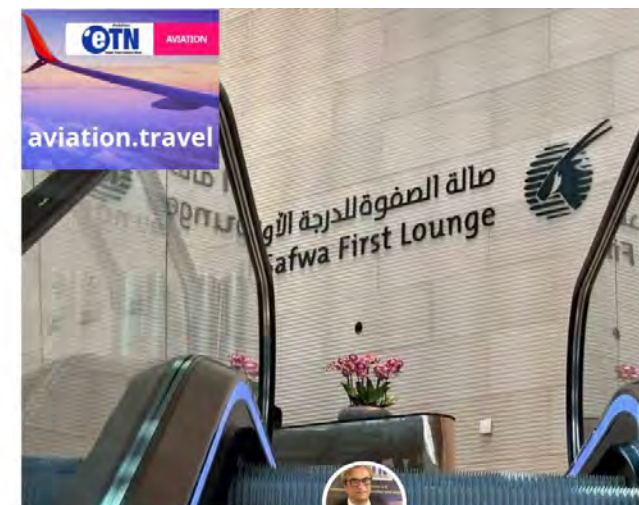
1,000,000  
photo views



[See your photos >](#)

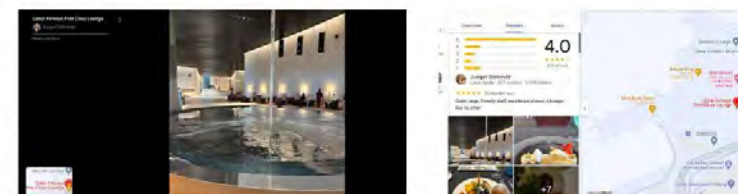
**Your photo is helping in a big way**

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.**

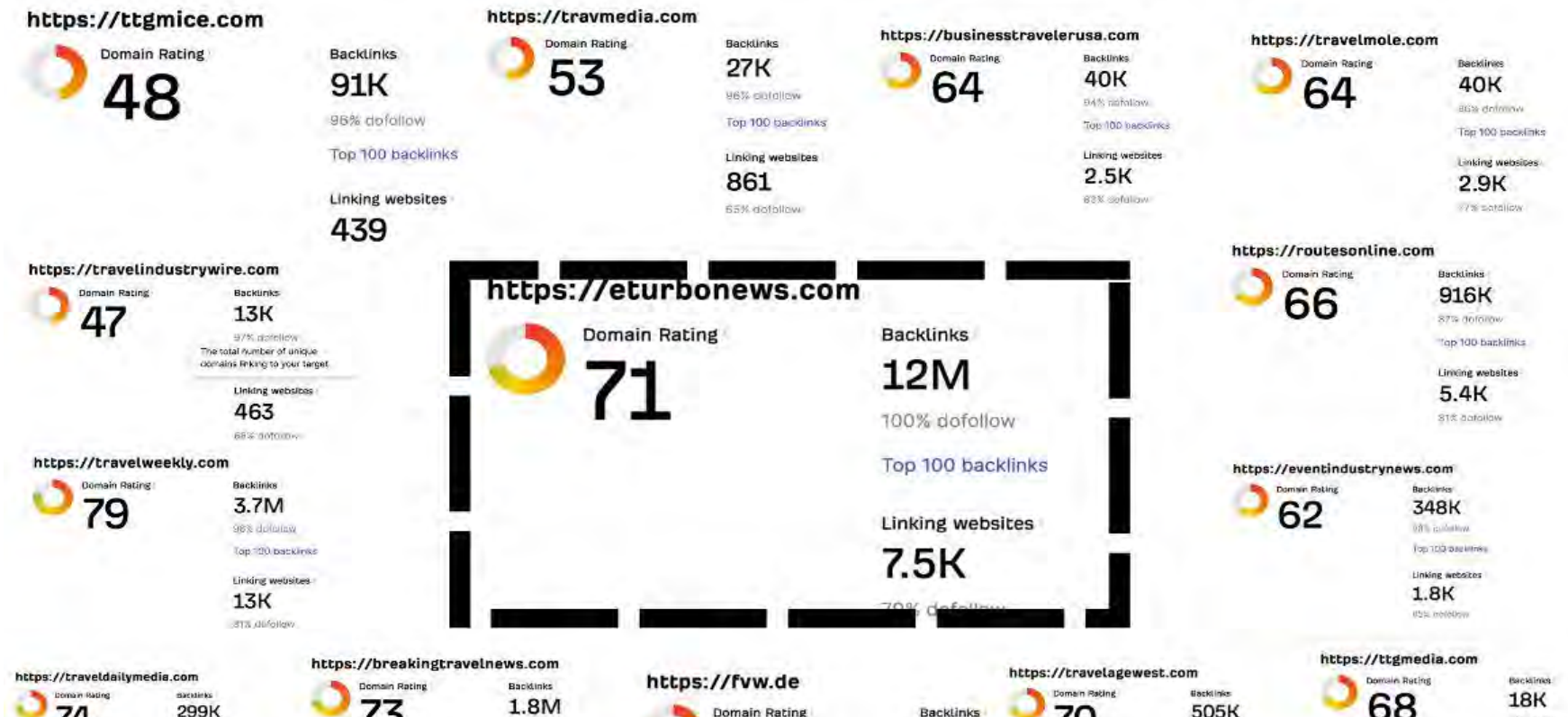


# RATINGS

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.



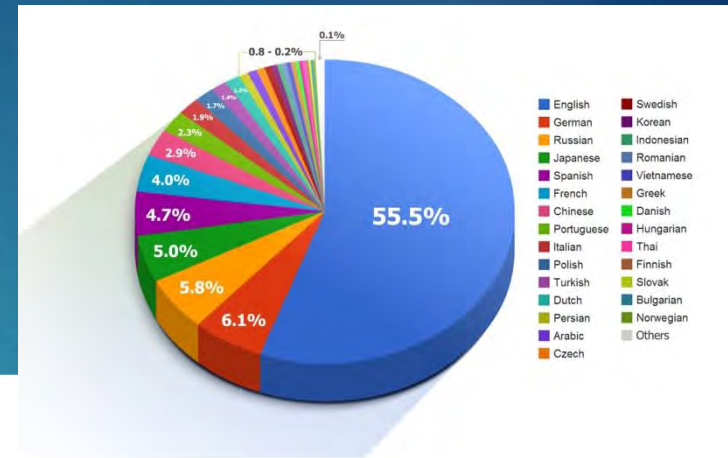
# REACH



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# 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 LANGUAGE EDITIONS (1)

## COLUMN 1: L LANGUAGE DEFAULT IS ENGLISH

ALBANIAN	12,900	1,750
ARABIC	305,000	5,370
ARMENIAN	3,630	1,270
AZERBAIJANI	15,200	4,100
BENGALI	9,060	2,160
BULGARIAN	21,200	3,310
CHAMORRO	5,520	968
CHINESE	116,000	4,680
CHINESE TRADITIONAL	9,010	1,040
CROATIAN	6,020	1,470
CZECH	74,100	3,510
DANISH	249,000	6,140
DUTCH	4,460	359
<b>ENGLISH</b>	<b>2,950,300</b>	<b>DEFAULT</b>
ESTONIAN	90,400	4,222
ETHIOPIAN	50,200	5,520

## COLUMN 2: ARTICLES READ MONTHLY IN THE FOLLOWING LANGUAGES

## COLUMN 3 READERS THAT CHANGED DEFAULT LANGUAGE FROM ENGLISH

FINNISH	15,200	2,750
FRENCH	14,100	4,260
GERMAN	27,900	3,280
GEORGIAN	13,600	1,710
GREEK	9,950	2,350
HAITIAN	15,300	6,060
HAUSA	40,000	5,550
HEBREW	28,500	710
HUNGARIAN	9,860	2,880
ICELANDIC	21,500	4,680
INDONESIAN	41,500	4,270
ITALIAN	13,400	1,030
JAPANESE	15,400	1,160

# READERS BY LANGUAGE EDITION (2)

## COLUMN 1: L LANGUAGE DEFAULT IS ENGLISH

## COLUMN 2: ARTICLES READ MONTHLY IN THE FOLLOWING LANGUAGES

## COLUMN 3 READERS THAT CHANGED DEFAULT LANGUAGE FROM ENGLISH

JAPANESE	15,400	1,160	RUSSIAN	10,900	598
KAZAKH	22,400	5,260	SINHALA	2,680	335
KOREAN	18,200	1,160	SLOVAK	4,850	1,170
LITHUANIAN	7,930	3,850	SOMALI	38,200	7,640
LAO LANGUAGE	4,970	1,910	SPANISH	40,500	2,910
LATVIAN	8,420	3,280	SWAHILI	47,200	3,180
MALAY	24,900	2,780	SWEDISH	12,900	1,130
MONGOLIAN	13,100	2,990	TAGALOG	74,900	2,510
NORWEGIAN	15,600	2,160	THAI	25,700	1,179
PASHTO OR PUSHTO	7,140	2,777	TURKISH	3,460	512
PERSIAN (IRAN)	17,200	1,750	URDU	6,090	2,560
POLISH	12,500	816	UZBEKISTAN LANGUAGE	90,400	13,100
PORTUGUESE	9,430	794	VIETNAMESE	8,070	1,450
			ZULU	7,420	2,430



## 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

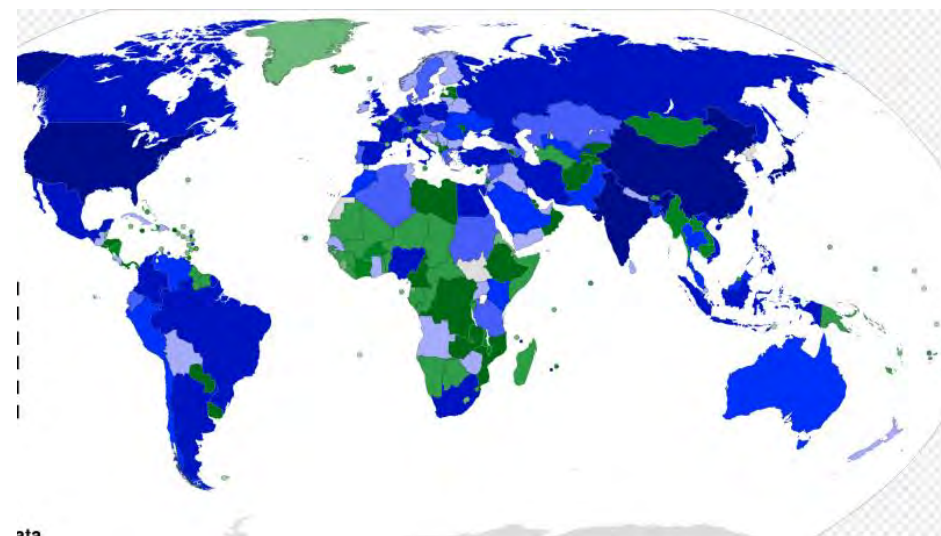


- Belize: 637
- Montenegro: 633
- Senegal: 633
- Guyana: 623
- Cameroon: 619
- Bermuda: 611
- Sudan: 605
- Cote d'Ivoire: 597
- Moldova: 567
- Macao: 560
- Aruba: 559
- Curacao: 526
- Syria: 523
- Congo – Kinshasa: 514
- Solomon Islands: 477
- Guatemala: 466
- Libya: 458
- Sint Maarten: 434
- Fiji: 428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

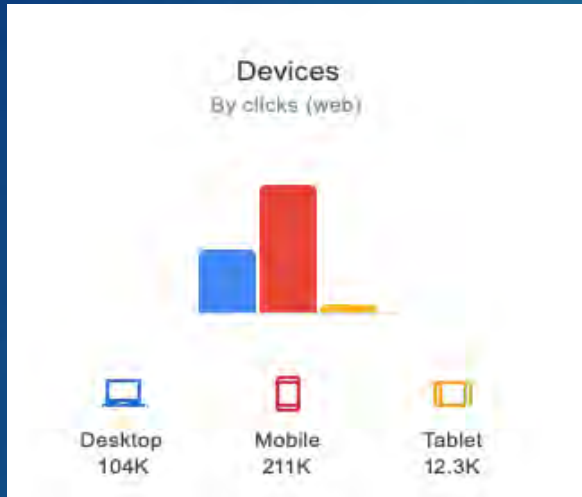


# Readers by Cities



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- 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



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

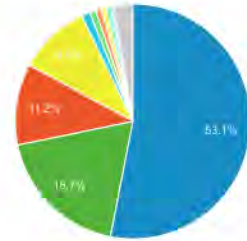


# Analytics

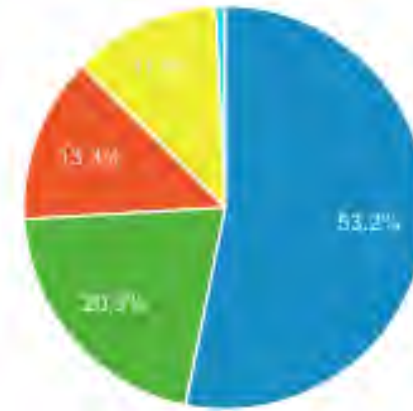
# Acquisition Analytics

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

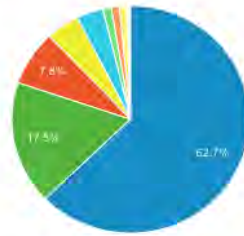
3/21/20

3/25/20

3/29/20

# Click Analytics

Browser	Users	Users	Contribution to total:
	2,006,612 % of Total: 100.00% (2,006,612)	2,006,612 % of Total: 100.00% (2,006,612)	Users
1. Chrome	1,267,265	62.75%	
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

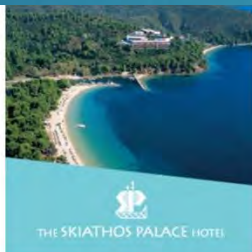
- Excerpt
- Spell & Grammar Check
- One feature photo or logo
- One internal link
- One outgoing link
- Search engine submission with index guarantee.
- News aggregator submissions, such as Google and Bing News
- Translated and included on our 100+ independent and searchable language news portals
- Quote
- 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

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

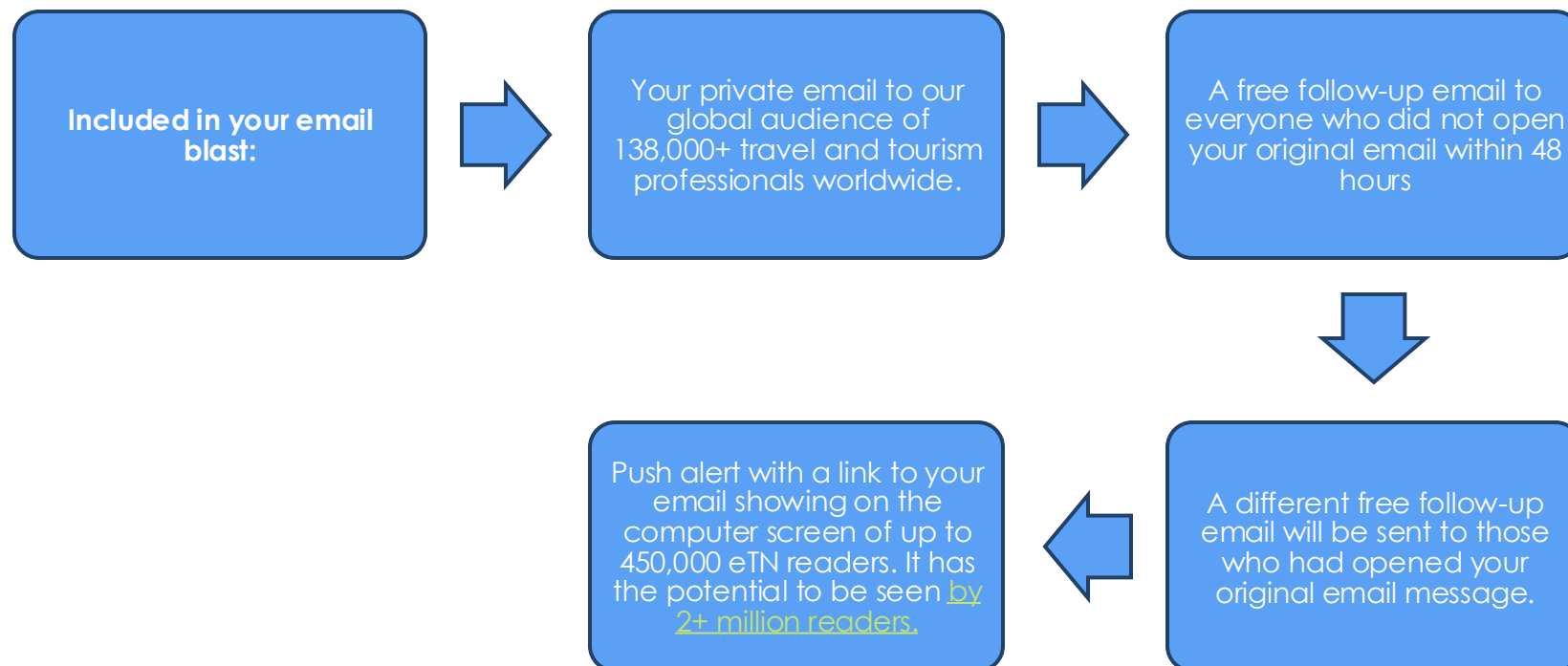
- ▶ **How can we dramatically increase your press release's effectiveness** by multiplying the number of viewers and, at the same time, increasing the shelf life of your release up to 100 times?

>>>>**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.





# Action Plan for The Ageless Traveler

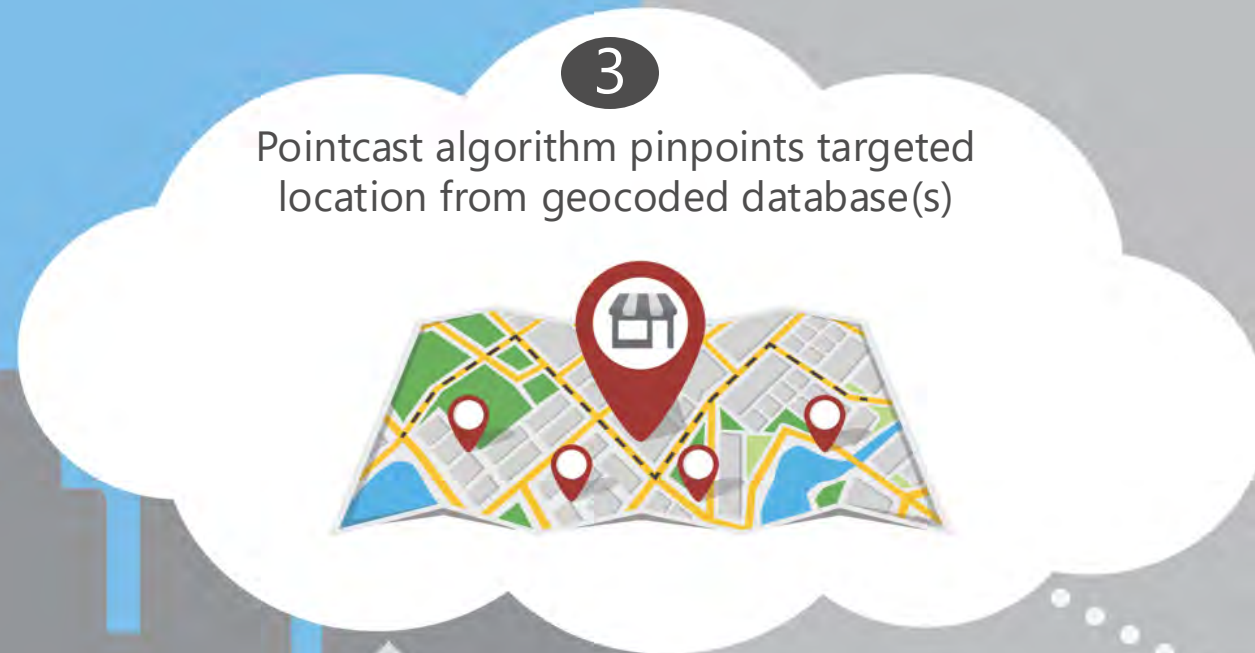
- Design and Sensory Accommodation
- Education, Awareness, Technologies
- Staff & Management Training - Age Awareness
- Marketing and Outreach: Phrases, Websites, Images, Approach
- Artificial Intelligence, Technology, Data
- Ageism and Attitudes
- Employment Practices
- Itinerary Building and Sustainability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



2  
Device sends location & sensor data to Pointcast

4  
Pointcast returns relevant details about location to user





## 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](http://www.visitusanews.com)

# PR, Marketing & Consulting

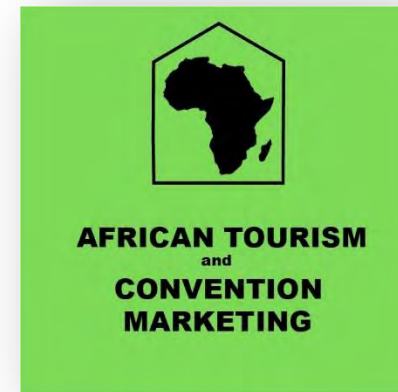
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Innovation & Management Consulting

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— GROUP —

**Bloody  
Good  
News**



# Contact Us

[www.travelnewsgroup.com](http://www.travelnewsgroup.com)



**CEO: Juergen Steinmetz**

- **USA: +1-202-741-9600**
- **UK: +44-203-239-3300**
- **Australia: +61-2-8005-1444**
- **Hong Kong: +852-8120-9450**
- **South Africa: +27-21-813-5811**
- **WhatsApp | Viber | Text: +1-808-953-4705**
- **FAX: +202-741-9600**
- **SKYPE: thomassteinmetz**

[corporate@travelnewsgroup.com](mailto:corporate@travelnewsgroup.com)

2310 N Henderson Ave PMB 1773  
Dallas, TX 75206-7387 USA

