



# TravelAdvocates

About TravelAdvocates:

TravelAdvocates is a global hotel site selection company responsible for booking thousands of room nights worldwide for its clients each year. TravelAdvocates focuses solely on group travel. Its customers come from the tour & travel, corporate and athletic markets.

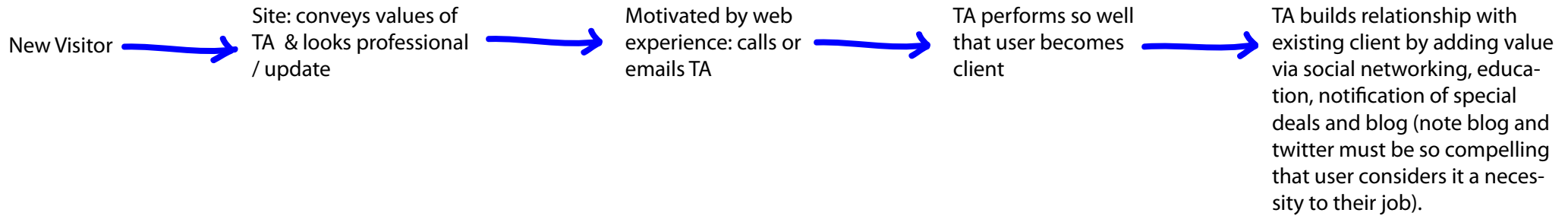
TravelAdvocates offers groups a complimentary service allowing them to save time and money by securing great room rates at hotels worldwide. TravelAdvocates also helps groups secure great prices for ground transportation, attractions, restaurants, full service meeting and event planning and sightseeing options.

# TA BUSINESS MODEL



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# TA Web Strategy



User behavior is captured and analyzed to insure best engagement and understanding of client needs

# WHO'S USING THE SITE Persona

Mr. Beyond My Skill Sets



**Herman**  
"I have so much on my plate, it would be nice if someone could help lighten the load"

## Statistics

- Age: 50
- Gender: Male
- Status: Married two kids in collage
- Occupation: Assist. head b-ball coach: SLU
- Years at Job: 8
- Residence: Hammond, LA
- Named Top Southland Assistant By FoxSports.com
- Grew up before the computer generation, finds them a little stressful try's to adopt
- There's never enough time to get everything done
- Dreams of having an assistant, does all of the admin work including booking trips

## Bio

Born in Shreveport, his entire adult life has been dedicated to growing strong teams in Louisiana. He started with high schools and eventually moved up to colleges. In 2005, he helped the SLU Lions to the NCAA Championships. He's known for his professionalism and mentoring. Herman is respected by students and staff alike. Southern University-Shreveport.

## Goal

Give insightful guidance and lighten load.

Ms. Bargain



**Karen**  
"I need a reliable efficient support system that I trust to get the best prices for me."

- Age: 35
- Gender: Female
- Married with two young kids
- Occupation: Owns tour operation company who assembles packages by booking in bulk and offers consumers all vacation accommodations, transportation, and features.
- Residence: Alberta, Canada
- Memberships: Local gym and country club
- Spends most of his day selling tours, reading and researching, managing employees and administrative duties
- Travels to industry events to network and learn about the latest updates and hotel inspection
- Values personal time so she tries to leverage technology to be efficient as possible
- Considers her self a power email user

Karen has always worked in the travel industry; she started out as a ticketing agent at Delta Airlines and worked herself up to VP of the Excursions Department. Five years ago she decided to branch out on her own. Initially, business was good but because of the change in the economy the last two years have been difficult. Things are starting to turn around and she wants to make sure to lavage all of her connections and client relationships to maximize business.

Provide consistant reliable results.

Mr. Speedy



**Jim**  
"I like to play compa-nies off of each other, if you want my busi-ness then you'd better be faster than your compeditors"

- Age: 65
- Gender: Male
- Status: Widower
- Occupation: Independent tour operator
- Residence: Portland, OR
- Memberships: None as his entire life about tours
- Reads traditional media to get news
- Considers himself a average computer user but loves most communication via phone and fax
- Doesn't always trust going to the "middle man," he often will call competitors and try to play them off of each other
- Very tight with money, will investigate every avenue possible to reduce cost

After an illustrious career in several industries, Jim combined his love for travel and his business savvy and now operates a small tour company. He only conducts a couple of trips a year and each time to a unique place. Jim often puts out a request to multiple venders at the same time and has been known to even call a hotel directly as a way to leverage position. He's even been known to use automated booking systems.

Get quotes quickly.

# Topics and Navigation

## Company

- Profiles
- How We Work
- Memberships /Affiliations
- History
- Contact Us (IPDF of directions)

## Services

- Hotel and Destination Search / Selection
- Site Inspection
- Site Selection
- Rate / Contract Negotiation
- Housing / Registration
- Meeting Planning
- Event Management
- Incentive Travel
- Destination Management
- Transportation / Travel

## Partnerships

- Hotels / Properties
- Transportation / Travel
- Restaurants
- Cruises
- Event Venues
- Activities / Sightseeing
- Tour Guides

## Clients

- Athletics
- Tour / Travel
- Corporate Meetings / Events
- Government / Association
- Travel Crews

## Inspiration

- Inspirational Ideas
- Helpful Hints
- Press Releases
- Where We'll Be
- Events: Whats Ahead (Four Square, Linked In Twitter, & Facebook)

## Events

- Where We'll Be
- Events: Whats Ahead