



where luxury travel begins

Luxury Travel Advisor

Premier Hotels & Resorts

Premier Spas & Romance

Five Star Alliance



MULTI-MEDIA MARKETING

A complete solution

Online connection

The printed word



Custom ideas

- E-mail database access
- Direct mail database access
- Reprints and custom covers
- Exclusive surveys

In Person



Luxury Travel Advisor
Awards of Excellence

THE PRINTED WORD

Luxury Travel Advisor | An innovative, cutting-edge luxury publication that is highly committed to providing awareness, in-depth information and vivid photography specifically for sellers of affluent travel.

As the definitive industry tool, *Luxury Travel Advisor* addresses the needs of the readers with

- A first-hand account of resorts, cruises and destinations with comprehensive and detailed information
- Unquestionable and trusted advice from the expert editorial staff
- Inspirational ideas that resonate with even the most selective and elite clientele

Premier Hotels & Resorts | A comprehensive resource that lists more than 2,000 high-end properties and features in-depth coverage of more than 450 select luxury destinations that span the globe. The concise layout, vivid photography and easy-to-navigate format ensure that *Premier Hotels & Resorts* will be an enjoyable read for busy agents on the go.

Premier is published twice a year with issues in the Winter/Spring and Summer/Autumn.

Premier Spas & Romance | The only publication that details destination and resort spas, romantic getaways, and honeymoon

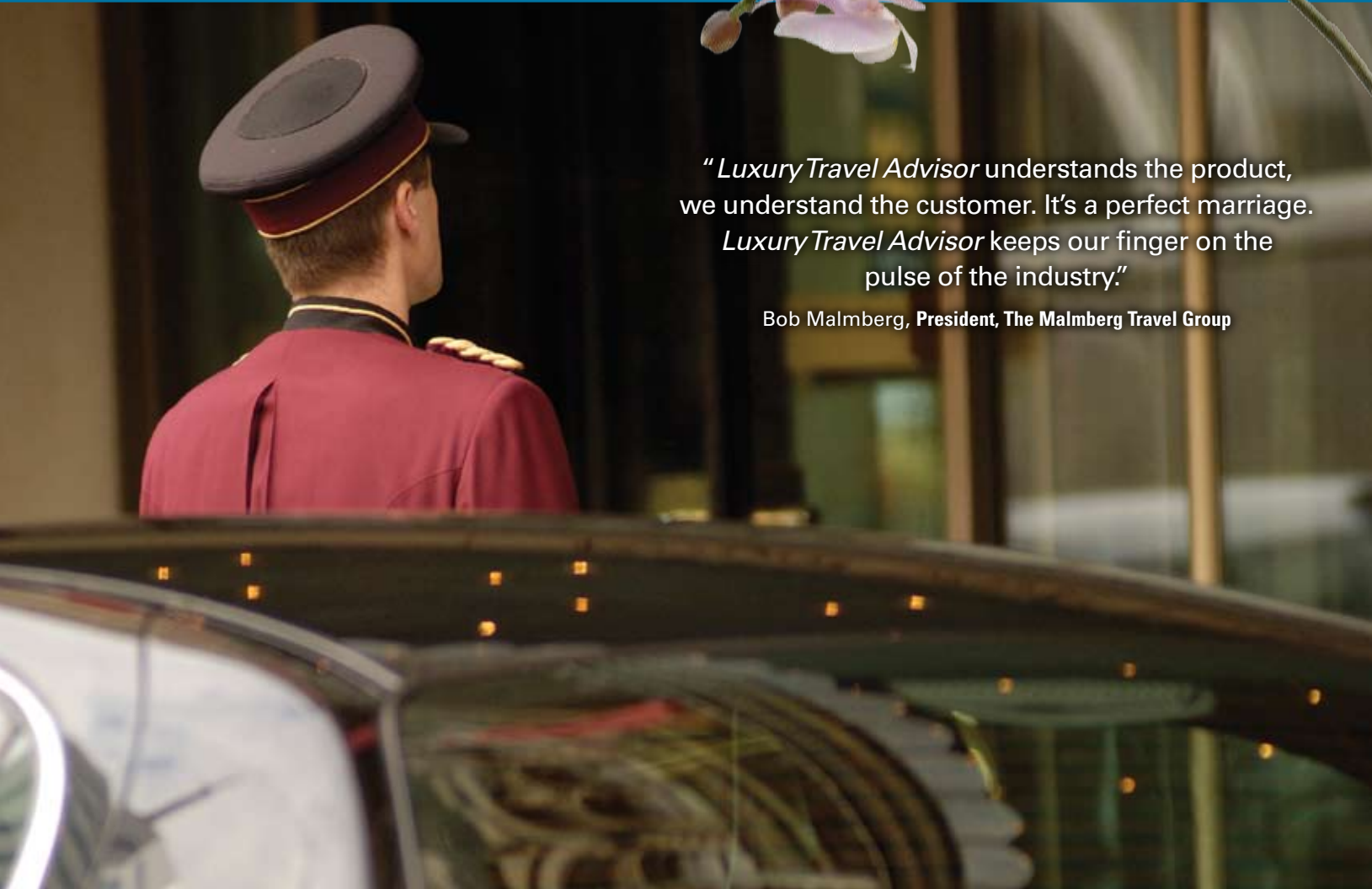
destinations for affluent sellers. Published twice a year with Winter/Spring and Summer/Autumn issues, each issue of *Premier Spas & Romance* reaches avid spa vacationers, brides to be and travel professionals. *Premier Spas & Romance* will continue to thrill even the most experienced travelers with awe-inspiring destinations and fabulous getaway ideas.

The Registry | The essential book of luxury suppliers. Featuring key hotel companies, cruise lines, tourism contacts, packaged travel and more, *The Registry* helps the affluent seller pinpoint new and existing suppliers throughout the year. As a special bonus to subscribers, *The Registry* also includes an almanac that comprises updated “Best of” lists for easy referencing by users. The little black book is published at the culmination of each calendar year.



“Luxury Travel Advisor understands the product, we understand the customer. It’s a perfect marriage. Luxury Travel Advisor keeps our finger on the pulse of the industry.”

Bob Malmberg, President, The Malmberg Travel Group



“Since the introduction of *Luxury Travel Advisor* in 2005, it has become a highly anticipated monthly publication that has singularly revitalized and elevated print media for luxury travel professionals. I find it exciting visually and stimulating editorially with content that is right on the money.”

Priscilla Alexander, **President, Protravel International**



ONLINE CONNECTION

Five Star Alliance | www.fivestartalliance.com | Five Star Alliance is the most comprehensive collection of hand-picked luxury hotels available anywhere, online and in print. It reaches the highest, most targeted demographic of affluent travelers and invests heavily on Search Engine Optimization (SEO) and Search Engine Marketing (SEM). The site offers exclusive information, photos, and rates of Four and Five-Star hotels and boasts traffic of 4,000,000 monthly page views and 400,000 monthly uniques.

Premier Hotels & Resorts online | www.premierhotels.com | See the properties from Premier Hotels & Resorts come alive on the web site for agents and consumers alike. Advertisers get the bonus of not only reaching their target audience of affluent sellers, but avid luxury consumers as well. Opportunities abound for digital brochures, priority online listing, featured getaways and more....

“Premier presents” | A complimentary service offered to existing advertisers in Premier Hotels & Resorts, the “Premier Presents” broadcast e-mail program customizes your text and photos from the current issue into an html featuring special offers to be sent directly to subscribers. Additional opportunities for further e-mails are available on a limited basis.

Luxury Travel Advisor online | www.luxuryta.com | Be a part of the live source of *Luxury Travel Advisor* magazine where luxury agents can visit and participate in the *Luxury Travel Advisor* forum, review past issues, and read up-to-the-minute articles presented in the “Dossier”.

LTA Dossier | A bi-weekly e-newsletter that is completely focused on delivering timely luxury news, special offers and expert commentary to only the elite luxury travel professionals. The Dossier includes exciting insider information on the newest luxury properties, unique tips for satisfying discerning guests and a personal viewpoint on hot topics in the luxury travel market from the perspective of *Luxury Travel Advisor's* Group Editorial Director, Ruthanne Terrero.



IN PERSON

Luxury Travel Expo | The original. The standard. The signature event for the luxury travel industry. Luxury Travel Expo is the only travel event solely dedicated to luxury and provides suppliers and advisors a forum for meaningful dialogue and education. Exhibitors conduct quality business that fosters lasting and meaningful relationships with high-grossing luxury travel advisors. For those who are in the business of luxury, it is a must-attend event and essential to grow bookings from high-volume travel advisors.

Incentive Travel Exchange | The most exclusive appointment-based incentive travel event in the U.S. The Incentive Travel Exchange is an invitation-only, appointment-based event catering exclusively to the needs of the incentive travel community. The unique format allows attendees the opportunity to maximize their time away from the office while conducting focused and productive pre-arranged meetings. Incentive Travel Exchange carefully plans a robust event itinerary mirroring that of a first-class incentive experience.

Luxury Travel Advisor Awards of Excellence | Celebrate the suppliers in luxury with the *Luxury Travel Advisor* Awards of Excellence held during the Luxury Travel Expo. These distinctive awards will be voted on by the experts in the field, also known as the readers of *Luxury Travel Advisor* magazine, and will truly honor the people and destinations that make the industry what it is today.

CUSTOM

Create value through your content/information delivery and build an ongoing feedback loop through interactive custom media opportunities.

Specialized research | Elevate your marketing strategy to the next level by understanding your client's needs and goals with custom research led by the luxury travel group. Explore emerging trends, brand preferences and important issues that luxury agents face on a daily basis to carefully craft a message that will speak directly to them.

Tailored brochures | Showcase your property/destination and compete successfully for customer loyalty with a custom brochure that can be mailed, e-mailed or inserted into any of the publications in the luxury travel portfolio.

Direct mail | Segment your audience based on their unique information needs and develop the right approach for that particular group. The luxury travel group can help you achieve your goals and more with targeted e-mail blasts, direct mailings with specific criteria, and pre-qualification of your audience with luxury agent profiles.



"Luxury Travel Advisor offers our agents a true in-depth view of the luxury market. Too many people and suppliers claim to be "luxury". Your magazine separates the real from the fake. Thank you for offering us the most valuable magazine for our industry."

Mary Jean Tully, Founder, Chairman and CEO,
The Cruise Professionals

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LUXURY PREMIER PREMIER FIVE STAR
TRAVEL ADVISOR HOTELS & RESORTS SPAS & ROMANCE

www.luxuryta.com | www.premierhotels.com | www.fivestaralliance.com

In association with

Luxury Travel Expo | Incentive Travel Exchange | Travel Agent
Home-Based Travel Agent | Travel Agent University

