

*Since 1978*

# **Activelifestyle Travel Network**

*Building commitment and trust for travel buyer and seller*

**November 2006**

## **INFORMATION MEMORANDUM**

Prepared for and by The Activelifestyle Travel Network  
Although all care has been exercised to ensure the accuracy of  
this presentation there may be some minor discrepancies

## *Activelifestyle Travel Network Domains*

### **Austria**

austrianarlberg.com  
holidaysaustria.com  
lechaustria.com  
skiaustria.com  
stantonaustria.com  
stubaiaustria.com  
tirolaustria.com

### **Swiss**

skiswitzerland.com  
zermatt.com  
jungfrauregion.com  
verbierswitzerland.com  
zermattswitzerland.com  
holidaysswitzerland.com

### **Italy**

skiitaly.com  
aostaitaly.com  
courmayeur.com  
dolomitesitaly.com  
livignoitaly.com  
holidaysitaly.com

### **France**

skifrance.com  
holidayfrançais.com

### **Last Minute**

dive-lastminute.com  
golf-lastminute.com  
holidays-lastminute.com  
ski-lastminute.com

### **Asia**

travelthailand.com  
bangkokthailand.com  
bangkokriversidehotels.com  
pattayathailand.com  
phuketthailand.com  
thailandgolfmaps.com  
asiandiveholidays.com  
asianmp3.com  
mp3thailand.com  
thailandhealthcaredtimes.com  
thailandpropertytimes.com  
thailandriversidehotels.com  
riversidehotelsbangkok.com  
riversidehotelsthailand.com  
sailburma.com  
sailphuket.com  
diveburma.com

## *Activelifestyle Travel Network Domains*

### **Holidays Europe**

holidayseurope.com  
holidaysineurope.com  
europeanreservations.com  
croatiancoastholidays.com  
sloveniancoast.com  
europeanevents.com

### **Luxury**

luxuryalpinehotels.com  
luxuryasianhotels.com  
luxuryasianresorts.com  
luxurygolfdestinations.com  
luxuryyachtholidays.com  
luxuryhotelsamerica.com  
luxuryhotelscanada.com  
luxuryislandresorts.com  
luxuryhotelsbangkok.com  
luxuryski.com

### **Best Price**

bestpriceeurope.com  
bestpriceaustria.com  
bestpriceitaly.com  
bestpriceswitzerland.com  
bestpricefrance.com  
bestpricethailand.com  
bestpricezermatt.com  
bestpricecourmayeur.com  
bestpriceskiing.com  
bestpricegolfing.com  
bestpricetouring.com  
bestpriceverbier.com  
bestpriceairlinetickets.com  
bestpriceairtickets.com  
bestpricetravelnetwork.com

## *Activelifestyle Travel Network Domains*

### **Available Accommodation**

availableroomsthailand.com  
availableroomszermatt.com  
availableroomsitaly.com  
availableroomsfrance.com  
availableroomsaustria.com  
availableroomsswitzerland.com  
availableaccommodationitaly.com  
availableaccommodationaustria.com  
availableaccommodationfrance.com  
availableaccommodationzermatt.com  
availablealpinerooms.com  
availableroomsjungfrau.com  
austrianaccommodation.com  
zermattaccommodation.com

### **European Apartments**

alpineapartmentregister.com  
apartmentaustria.com  
apartmentsinthealps.com  
apartmentslivigno.com  
livignoapartmentregister.com  
apartmentsswitzerland.com  
apartmentsverbier.com  
lakesmountainsapartments.com  
livignoapartments.com  
matterhornapartments.com  
mountainapartments.com  
privatealpinehomes.com  
verbierapartments.com  
alpineholidayhomes.com  
zermattapartmantregister.com

### **Alpine Sun**

alpineaccommodationavailibity.com  
alpineholidays.com  
alpinesecrets.com  
alpinesummer.com  
lakesmountainseurope.com

### **Alpine Sun**

hotelsinthealps.com  
alpinegolf.com  
alpineskimaps.com  
alpinei.net  
alpineselfcatering.com

### **Applications**

ManagEasy.com  
easyairticket.com  
easyadtracker.com  
hotelslideshows.com  
bloggerup.com  
brochures-on-line.com  
skihear.com  
bidforbarter.com

### **Airports**

airports-on-line.com  
airporthotelsandservices.com  
skiersairports.com

### **Casinos/gambling**

casinoisslovenia.com  
casinoseurope.com  
gamblingaustria.com  
gamblingslovenia.com  
webgamblingeurope.com  
alpinegamblingcasinos.com  
alpinegamblingguide.com

### **Special travel**

activelifestylewoman.com  
euroski-on-line.com  
businesstraveltoday.com  
bookhotelsdirect.com  
activelifestyle.com  
activelifestylemall.com  
gullibletraveler.com

*Since 1978*

## **Activelifestyle Travel Network**

*Building commitment and trust for travel buyer and seller*

### ***History, objective, audience and success***

The Activelifestyle Travel Network (*ATN*) is made up of 135 domains. Many of these are targeted directly at the travel industry, primarily Alpine destinations and Thailand. The domains are so specifically named that they instantly describe the contained content, theme and destination.

An early start (1995) on the World Wide Web gave *ATN* founder Bill Fogarty the opportunity to choose the very best names in their related fields. This diverse portfolio of travel related web sites attract more than 6 million page views a year. More than 2 million unique visitors form this valuable audience annually. The majority is actively seeking travel-related information. The emphasis on unique targeting of domains makes *ATN* an ideal advertising medium for those in the travel industry.

The effectiveness and value of these domains to advertisers is reflected in click through success. An average of more than 10% click through ratio is generated by advertisements sold by *ATN's* own sales force and advertisements placed, counted and paid for, by other globally recognized networks

### ***Geographical allotment***

Although *ATN* is one unique and successful entity, *The Network* is further compartmentalized into specific geographical or activity-related sub-networks. This makes the targeting aspect even more precise. This combination of unerringly accurate domain names, positioning on major search engines as well as its diverse portfolio of website assets, provides *ATN* a competitive advantage in the burgeoning online travel market.

Main geographical networks concentrate on but are not limited to, Austria, France, Italy, Switzerland, and Thailand. As well more general but still geographically pinpointed domains deal with holidays in Europe in general, individual countries within Europe and Alpine destinations and pursuits. Activity related domains include those dealing with golf, diving, last-minute travel and luxury, Domains that focus on geographical locations outside our main focus areas and those dealing with subjects such as gambling and airports have yet to be developed fully. They share, however the unique targeting aspect of The Network's fully developed domains and as such represent a viable opportunity for advertisers or those selling related holidays.

### ***Activelifestyle Applications***

*ATN* has also developed applications that deal with online reservations, point-to-point air ticketing and tracking the success of online advertising campaigns. The applications, *ManagEasy*, *EasyAirticket* and *EasyAdTracker*, have achieved a recognized degree of success both for in house and advertiser use.

### ***Competitive strengths for the Network and for the travel buyer and seller***

*ATN* has a number of competitive advantages that will make life easier and safer for both travel buyer and seller. These points are self-evident.

- *Intuitive domain names.* As 40% of visitors find domains by simply “guessing” and keying in domain names, many *ATN* visitors find the information they seek in precisely this manner. Examples can be found throughout *The Network*. *ATN* is made up of more than a hundred such domains.
- *Search engine ranking.* The targeted nature of the domains, plus *ATN*'s longevity, result in a first page placement for most major domains on many leading search engines
- *Search engine income.* As a result *ATN* earns significant income by featuring third party, major search engine advertising on its various sites.
- *Advertiser success.* *ATN* has a 90% plus rate of repeat from many advertisers that have been with *The Network* in print and online for more than a quarter of a century.
- *Activelifestyle innovation.* Over time *ATN* creativity has produced a small family of web-based applications that allow advertisers to take secure, credit card backed, reservations or requests, track *ATN* campaigns, create and manage their own advertisements and sell point-to-point air tickets.
- *ATN content.* This is originally created, location specific, original content for prospective travellers. This is constantly updated for timeliness and accuracy.

*Since 1978*

## **Activelifestyle Travel Network**

*Building commitment and trust for travel buyer and seller*

### ***The quality of Activelifestyle Travel Network Visitors***

There are scores of ways to increase visitor traffic and ramp up the “popularity” of a web site. Most of them are perfectly legitimate but their relevance to the sites content and what it offers for sale may often be called into question.

Buying visitors from one of the thousands of firms that offer increased, reputedly targeted, viewer counts is an accepted and inexpensive method. This is often seen in the form of pop-under or pop-up displays. The results soars the visitor count on even the most under visited of web domains.

Traffic also can be generated by buying often semi-legitimate email marketing lists. These use often totally legit and well-meaning methods that are frequently off-target, and are bought strictly on price or numbers.

They are legitimate but are they valuable the web site or indeed those that may be advertising or selling on it? How many widgets will be sold on a web site that’s primary content deals with miracle cures? How many made to measure shirts will be moved on a travel domain?

For well under a hundred US, any web site can increase its traffic in a day. It can, for example soar from 1,000 unique visits per day to over 15,000. This gives the publisher the *truthful* right to say that his/her site reaches up to 15,000 unique visitors in a day.

But what if just the original 1,000 were there as a result of a genuine interest in what the domain was selling? And as a result just a miniscule portion of the remaining 14,000 were generally interested in the offered product or service. Would that not be misleading to those featured on the site *and* the site’s visitors?

**Activelifestyle employs no such methods to increase visitor count.** Irregardless the visitor count has grown and the results to advertisers have been way above industry average.

To supplement this income *ATN* is now featuring and selling travel inventory and services on its domains. This is a work in progress, but already it is adding to the bottom line.

## *A question and answer overview*

### ***What is the Activelifestyle Travel Network (ATN)?***

ATN is a unique collection of World Wide Web domains. These domains are 100% travel oriented. The visitors they attract are perfectly focused in that they are interested in the destination or the activity featured in the web domain. In the cases of our most popular domains such as [www.skiaustria.com](http://www.skiaustria.com), [www.skiitaly.com](http://www.skiitaly.com), [www.skifrance.com](http://www.skifrance.com), [www.skiswitzerland.com](http://www.skiswitzerland.com) and [www.alpinegolf.com](http://www.alpinegolf.com) the names describe both the destination and the activity.

### ***What is ATN's position on major search engines?***

In the case of our 20 most popular and best earning domains the search engine positioning is very powerful. We have a slide show prepared to show our standings on the world's most popular search engine.

### ***What is the competition in the online travel marketplace?***

This is something like how long is a piece of string. There is competition from all sources. Online travel agencies, national and local tourism offices, airlines, locals looking to cash in on the market, all are competitors to some degree.

### ***What is the quality and quantity of any ATN advertising and promotion?***

Most of our advertising and promotion is done within our own network. There is no cost associated and it is effective. ATN does not allocate funds to search engine or media advertising. It has exhibited at major travel shows and holds occasional events to promote its domains.

### ***What about location of the head office or sales offices. Is that important?***

ATN can be run from anywhere. As a 100% Internet play our production offices are in Bangkok, our servers in Canada and our market global. The can be run from a computer anywhere and an Internet connection.

### ***What are the sources of income?***

There are two basically. To now ATN has been relying largely on advertising on its various domains for profits. However since the "graying" of its sales staff there is very little contact made in the European resorts. This is now basically limited to two resorts, Zermatt in Switzerland and Courmayeur in Italy. Thailand has a telephone sales staff of three that earn profits there. As well there is an increasing number of advertisers that contact us in order to advertise on various domains. Third party advertising from the leading search engine also plays a large and increasing role in the income picture.

### ***You mentioned two sources. What is the second?***

There is an ever increasing potential for online travel sales. Leading business publications estimate that more than 46 billion Euros were spent buying European travel products in the past year. We are now setting up and focusing ManagEasy to capitalize on that market