

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 come have been exercised to ensure the accuracy of
this presentation there may be some minor discrepancies

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The Austrian Travel Network

“How about a travel business that knew where everyone wanted to go?”

John Battelle from his book “The Search”

It would be fair to say that you would know where everyone wanted to go if they visited www.skiaustria.com. You would also be safe in assuming what travelers wanted to do when they got there. What a great and insurmountable advantage to the publishers of or advertisers on this site.

Surely it follows that if you were selling travel services to or in Austria that you stand a good chance of business loss if you were not represented?

What we are referring to is “targeted media,” which is perfectly evident in *ATN’s Austrian Travel Network*. The most popular domain in this core section is www.skiaustria.com. In season this domain alone generates more than 100,000 impressions per month.

This and the other domains that comprise the Austrian sub section of sites represent a superb example of specific targeting. As a result, consumers know what to expect when they log on and travel suppliers trust *ATN* to reach a precise audience, one that shows *more* than a passing interest in visiting Austria. Success for everyone concerned is the desired and most often achieved outcome.

Admittedly 100,000 monthly impressions is not a wildly huge number in the grand Internet world. It is though, important to note that every visitor is interested in Austrian winter sports destinations. The targeting is perfect and results to advertisers, positive. All statistics are authentic and verifiable by two credible sources.

The Austrian Travel Network Domains

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

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Austria Travel Network Google Rankings as of 12/6/06

Keywords	Documents	Position
Ski Austria	10 million	1
Austrian Skiing	16 million	1
Skiing Austria	7 million	1

Portal domain www.skiaustria.com



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Austria Travel Network Google Rankings as of 12/6/06

Keywords	Documents	Position
St Anton Austria	4 million	1
Ski St Anton	2.4 million	3
St Anton	55 million	7

Portal domain www.skiaustria.com



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Austria Travel Network Google Rankings as of 12/6/06

Keywords	Documents	Position
<i>Ski Stubai</i>	<i>598 million</i>	<i>1</i>
<i>Stubai Austria</i>	<i>24 thousand</i>	<i>1</i>
<i>Stubai Valley</i>	<i>68 thousand</i>	<i>1</i>

Portal domain www.skiaustria.com



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Austria Travel Network Google Rankings as of 12/6/06

Keywords	Documents	Position
<i>Tyrol Austria</i>	<i>6.9 million</i>	<i>1</i>
<i>Ski Tyrol</i>	<i>1.8 million</i>	<i>1</i>
<i>Tyrol Austria</i>	<i>1.6 million</i>	<i>3</i>

Portal domain www.skiaustria.com



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

alpineaccommodationavailability.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