

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 Italian Travel Network Domains

skiitaly.com

aostaitaly.com

courmayeur.com

dolomitesitaly.com

livignoitaly.com

holidaysitaly.com

The Italian Travel Network

In advertising, targeting is to select a demographic or other group of people to advertise to, and create advertisements appropriately.

Source: Wikipedia, the free encyclopedia © 2001-2006

Targeting is as important a part of advertising today as it was when no less a figure as Samuel H Johnson said in 1759; “Advertisements are so numerous that they are very negligently perused and it has therefore become necessary to gain attention by magnificence of promises, and by eloquence.”

That may even hold true in many cases today, but if one targets right there is no need to make inflated promises and a diminishing need to spend large sums of money.

There are few places in Europe where targeting is more important than in Italy. This vast land has diverse geographical areas and culture that lead to a wildly varying selection of activities. Skiing is possible in some regions; beach holidays in others adventure in most and great food and drink in all.

If one just whips up an advertising that says come to Italy, or indeed select Italy for winter sports, one will - dare we say it - miss the boat. Italy needs targeted advertising. Italy needs targeted global advertising and Italy needs a definable market.

Aosta and the Dolomites are different geographically and historically, but they both offer skiing in winter and diverse culture and activities in summer. Both have superb hotels, superb cuisine, great golf and scenery. However if your business is concerned with providing services to those coming to, say, Cortina d' Ampezzo, there's no point in being featured on a website about Aosta. Enter www.dolomitesitaly.com.

The Italian Travel Network of domains will make your targeting to a selected market attainable and affordable. And if you are selling travel products and services that are located in our covers Italian regions or activities you cannot lose. It has global reach and a stunning audience of more than 100,000 impressions in season created by visitors that orbit the globe.

Because targeting is all important the Italian Travel Network covers many regions and most activities. Not be featured on it is to lose. With this in mind *ATN* will shortly add its own reservations application to the Italian Network and in partnership with major wholesalers begin selling travel and related services.

As with so many sister domains Activelifestyle started promoting Italy in 1978 in Euro Ski Magazine. That it continues to do so today and is ready to expand its services goes a long way in assessing the value of the domains and names therein.

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

Keywords	Documents	Position
Ski Italy	16.0 million	1
Skiing Italy	13.0 million	1
Italian Skiing	7.00 million	1
Monte Rosa Italy	1.5 million	1

Portal domain www.skiitaly.com



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

Keywords	Documents	Position
<i>Courmayeur</i>	<i>2.15 million</i>	<i>1</i>
<i>Courmayeur Italy</i>	<i>767 Thousand</i>	<i>1</i>
<i>Ski Courmayeur</i>	<i>719 Thousand</i>	<i>1</i>
<i>Courmayeur Hotels</i>	<i>1.80 million</i>	<i>1</i>

Portal domain www.skiitaly.com











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Italy Travel Network Google Rankings as of 18/10/06

Keywords	Documents	Position
Courmayeur	2.48 <i>million</i>	 1 
Courmayeur Hotels	1.34 <i>million</i>	 1 
Courmayeur Mont Blanc	450 <i>Thousand</i>	 1 
Courmayeur Restaurants	450 <i>Thousand</i>	 1 

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Courmayeur Hotels	1.80 <i>million</i>	1

Portal domain www.skiitaly.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
lakesmountainapartments.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
businessstraveltoday.com
bookhotelsdirect.com
activelifestyle.com
activelifestylemall.com
gullibletraveler.com