

Save Money

GO WHERE THE PROS GO

In the 1990s recession, travel industry marketers looked for ways to cut budgets. TRIPsouth launched the targeted solution – eliminating the need for multiple vertical category expenditures to group leaders, meeting planners, travel agents, tour operators, etc. This reference publication, editorially useful to all categories, continues to deliver group bookings.

By 1996, we shifted online – becoming one of the first travel planning websites – as our travel planning audience shifted online. *Today, more travel professionals rely upon TRIPinfo.com each month as a planning tool than the total print runs of most travel trade publications.*

But don't take our word for it! Please visit the most comprehensive comparison tool used by online agencies worldwide, Alexa.com, and see for yourself!

TRIPinfo.com Tops Travel Trade Websites by Every Measure

Alexa Rank – Worldwide traffic rank standard
(Shorter bars are better)



Bounce % – Percent leaving site from 1st page viewed
(Shorter bars are better)



PageViews/User – Reflects TRUST in site
(Longer bars are better)



Time on Site (minutes/day) – Reflects ENGAGED users
(Longer bars are better)



■ - TRIPinfo.com ■ - Average of Leading Travel Trade Websites

Source: Three Month Average from Alexa.com as of 05.04.09

Using Alexa, media buyers analyze and compare websites by typing in the URL of any travel trade publication. Think of the dollars that can be cut from a budget and replaced with one low-cost, multi-media program with TRIPinfo.com to deliver proven results. In fact, check many consumer magazine websites, too. Make sure your media budget reaches an engaged travel planning audience. Most of all, remember 80%+ of travel is now planned...online.

Put our team to work: Target travel professionals and long-stay consumers where their trip starts...with TRIPinfo.com!