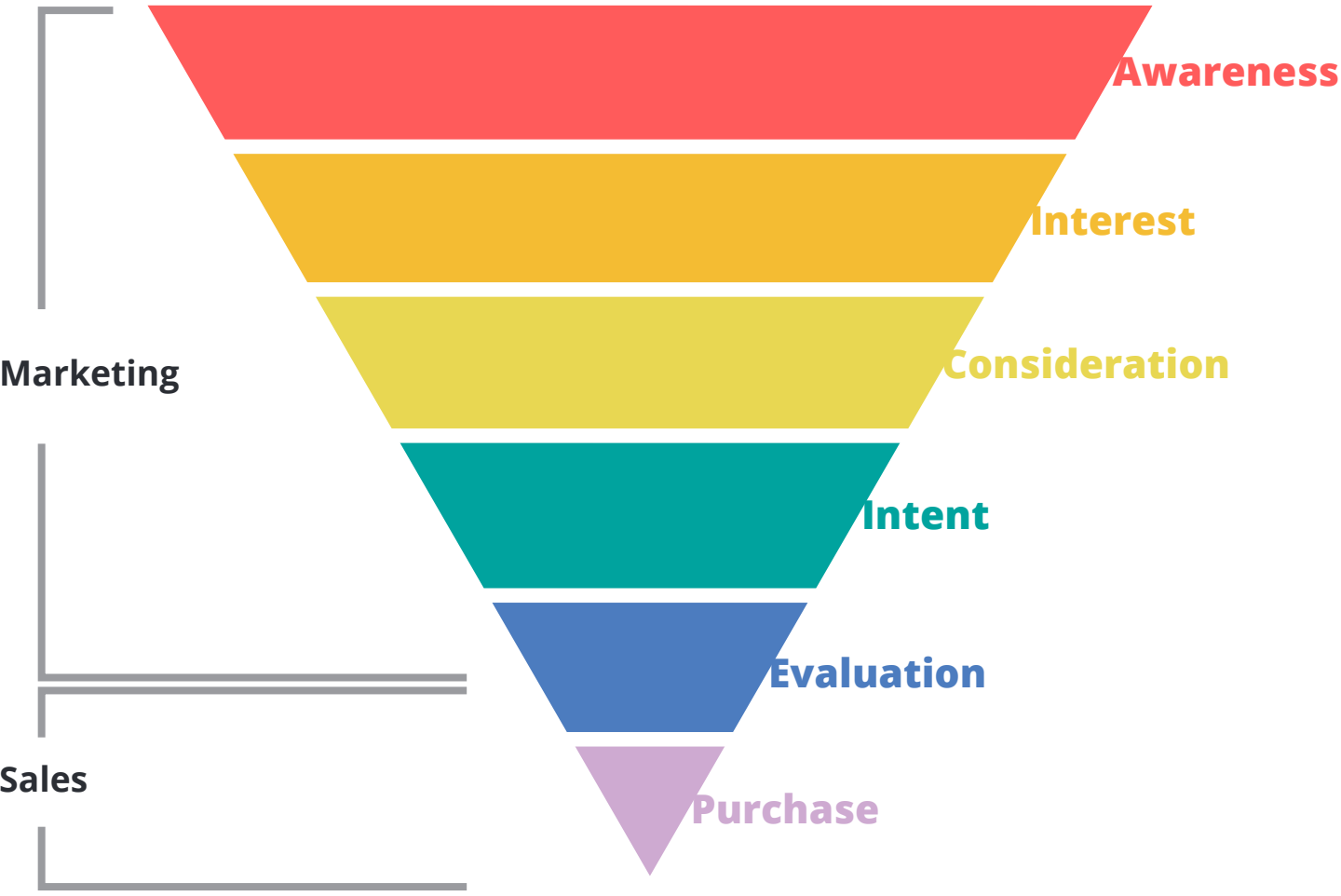


Today's Internet Extends Marketing Reach

Consideration, intent and online evaluation empowers prospects.

In the past, marketing only came into play during the visitor's **Awareness** and **Interest** stage. And the **Consideration, Intent, Evaluation and** actual **Purchase** stages fell under the sales cycle.

Now, online marketing affects **virtually all stages**:



Small group trips are now **planned** and **booked** online.
Put your website to work by **marketing where group prospects plan**.