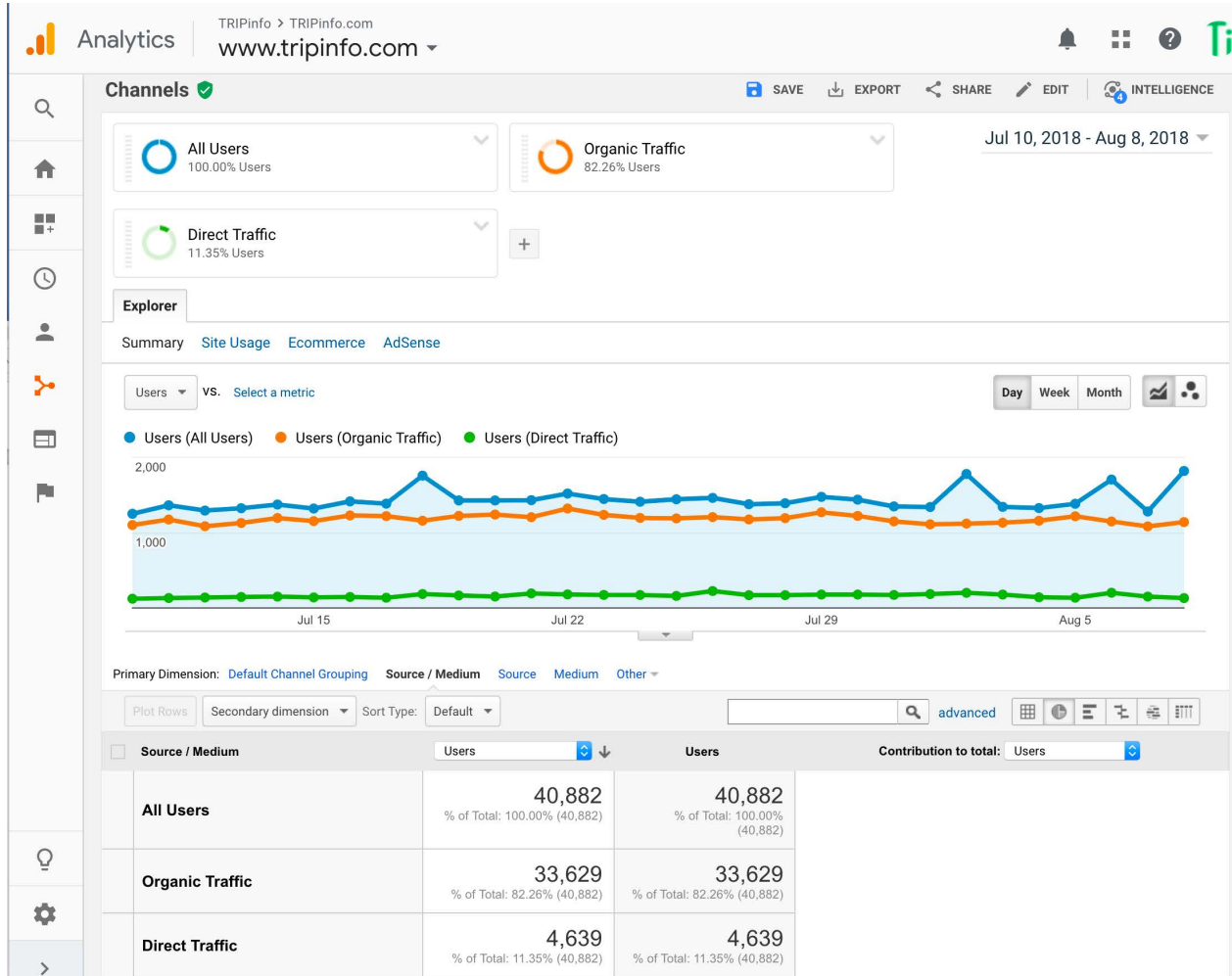


# Quality, Direct and Organic Audience

Group planners rely on **TRIPinfo.com**.

**94% of TRIPinfo's 40,000 per month unique visitors are direct** (URL typed or bookmarked) and **organic** (non-paid search) -- the highest quality site traffic.



Analytics highlighting traffic demographics and behaviors.

Online since 1996, **TRIPinfo Digital Multi-Media has the most users** across all the different segments of **group planners**.