



'Best of' Highlights

About Us

Best of Travel, LLC is a woman-owned business founded in 2004 by Texan, Carrie Layne. We manage content-rich websites that target two main demographics – 'travel & tourism' and the 'hyper-local community'. The 'travel & tourism' (BestoftheCaribbean.com) segment focuses on business and leisure travelers around the world. 'Best of the Neighborhood' websites such as 'BestofTexas.com' focuses on the best businesses and other hyper-local information in the community.

The first hyper-local site began in Texas in 2007 - starting with the Dallas-Fort Worth (DFW) Metroplex. The company is now expanding throughout the state of Texas. In the later part of 2009, the company launched the Caribbean and North Carolina. Best of Europe will be launched by 2011.

Hyper-local website BestofTexas.com is searchable by city, town or neighborhood, and by business categories. It offers all the **BEST** things Texas has to offer. Consumers can expect to find information on restaurants, bars, hotels, apartments, activities, shopping, beauty, fitness, medical, dental, health, kid-related businesses, real estate, professional services, weddings, events and much more. All sites include a location-specific blog that features local arts, entertainment, music, GLBT, events and news. Membership to the sites is free and allows consumers to write reviews, get coupons and discounts, view videos and photos, rate businesses, add favorites and more.

At Best Of, Inc., we understand the importance of advertising smart. When you advertise with us, you **will** see a difference. Our rates are considerably lower than the competition, which allows our clients to receive higher ROI and generate new business and lifetime customers. All clients receive an SEO boost and a log-in and password for their listing, allowing them to view traffic statistics in real-time, as well as update their listing 24/7.

BestofTexas.com Statistics

- Subscribers- 16,000*
*as of June 2009
- Viewership - >5 million hits/month
The *Dallas Business Journal* featured the site as 'The Lone Star's Best' website. View our [Press Page](#).
- Rates - Please refer to the website for listing rates. Our rates are considerably lower than the competition and we work with all budgets.
- Demographics - See chart to the right.
- Marketing - We market the website using traditional as well as new forms of advertising including radio, TV, outdoor billboards, Internet, and community interaction. We also maintain an aggressive social media plan, and are ranked in the TOP 50 Texas Twitter accounts.

