

February 2012

PARTYTIME



PARTY HOLIDAYS IN TOP DESTINATION RESORTS

AXSES latest tourism marketing initiative is the World Travel Site for the fun party crowd; <http://party-destinations.com>. The first edition features the St. Lawrence Gap and the hotels that have subscribed AXSES SocialIndexEngine Brand Marketing. AXSES invites tourism operators, car rentals and restaurants to participate in

the program. The cost is \$750 US to have an advertorial, a video blast and a blog. AXSES creates the video and also publish it to many sites, building a social index and get listed in search results. The video can also be displayed on the brands own website and used in many other promotional options



destination resorts, hotels, activities and tourism options in each destination are featured

DESTINATION



Photos and Video Published

What you get

1. a short advertorial on party-destinations linking to your website directly.
2. a blog with your video embedded in it and linking to your website
3. a promo that will post your video our to social media index network
4. a secondary promo that will post your blog out to the network
5. photos and video posted on the net in blogs, articles, magazines and press released - typical are read by several thousands users and picked up by top media and broadcasters



PARTYPLACES



What a Deal!

It is probably the best value you will see anywhere if you are interested in target the party-time travelers and fun holiday crowd.

BUT hurry! Only a limited number of restaurants, car rental, dive company, sailing and tour operators are accepted and promoted in any one party location.

Check out party-destinations.com and contact us immediately to reserve your spot, get a sales video, a blog and an exclusive promotional opportunity.

Note that we also offer extended promotions such as Press Releases, social media marketing and Facebook integration.



feature
your hotel in
a Party
Destinations
Promo

LOCAL PLACES



International Travel Destinations Featured

In this first issue AXSES promotes Barbados' St. Lawrence Gap with the expectation to add other island hot spots shortly. In order to be fair to sponsors, the offer will always be very limited. Party-Destinations will feature a few hotels and restaurants and a single activity of each kind in each location

AXSES plans a series of videos for each campaign. Each will highlight some aspect of the destinations. All will be about fun-filled holidays. But there are many marketing segments and many keywords by which travelers will search, such as party holidays, fun vacation, active holidays, nightlife, clubs, dancing, activities, carnival, street festivals, celebrations, fetes as well as party time places, live music, pubs, bars and restaurants of every culture and cuisine.

Each promo, video and blog will be targeted to orient with the search keywords and to specific age groups and budgets. As the marketing moves on to new locations, the process will be repeated. The project will create a premier website for each market destination, one that will rank on the first page of all search engines with relevant results.

This content marketing with videos, blogs and social media is the new form Search Engine Optimization.

[Http://party-destinations.com](http://party-destinations.com) follows on the very successful launch of Travel2ExoticPlaces.com and <http://BoliviaHotelSpecials.com>

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