

February 2012

PARTY TIME



World Top Party
Destinations
Marketing

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 to 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 that gets listed in search results. The video can also be displayed on the brand's 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.com linking to your website directly
2. a blog with your video embedded in it and
3. links to your website
4. a promo that will post your video to our social media index network
5. a secondary promo that will post your blog to the network
6. photos and video posted on the net in blogs, articles, magazines and press releases - typically are read by several thousand users and picked up by top media broadcasters



Yellow Bird
Hotel in the
Gap

NICHE SITE



Subscribers

* Email

First Name

Comments

* = Required Field

Get Instant Access



Online Costing & Reservations
Find the most appropriate rooms and have the total cost calculated real-time, then book or reserve - on-line, by fax, phone or email.

Arrival
12 Mar 2012

Nights Adults Ages of Children
7 1 ch 1 ch 2

Get Quote/Check Availability



SocialIndexEngine customized niche marketing website integrated with your existing marketing

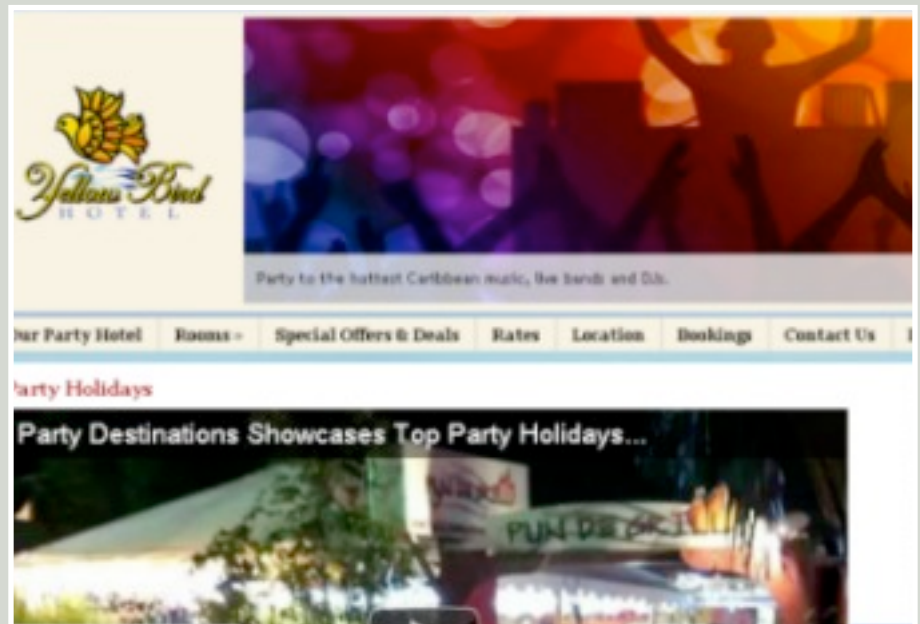
Optional - SIE* Custom Website for Party Holidays

We can build your own Party-Destination SIE8 Website to create more authority, better search optimization and give you a better sales funnel and more bookings.

The new site is integrated with your own site and address such as partydestinations.youraddress.com

1. better search engine placement
2. SIE optimized website
3. SIE* optimized booking engine
4. SIE* lead capture and sales funnel
5. better conversion & more bookings

* SIE: SocialIndexEngine is a proprietary technology and system by AXSES that combines travel marketing, mobile, video and social media to create viral powered brands. It is a complete social media management and brand marketing system that creates sustainable brands



PARTY PLACES



Deal!

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

BUT HURRY! Only a limited number of hotels, restaurants, car rentals, dive companies, 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



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 destination. 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 vacations, 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 marketed 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 <http://Travel2ExoticPlaces.com>, <http://BoliviaHotelSpecials.com> and other SIE* campaigns

* <http://SocialIndexEngine.com>

*For more, contact support 'at' axeses.com
(246) 429-2653*

AXSES TRAVEL PROMOS & SOCIAL MEDIA MARKETING

Powered by arcRes Tourism Publishing Technology

HOTELS, TOURISM OPERATORS & DESTINATIONS

Interactive Advertising Publishing Distribution



Featured Promo

<http://Party-destinations.com>

SmartphoneTraveller | Specials & Packages | Facebook | e-Commerce | POD

HOTEL & TOURISM MARKETING

Marketing
Powered by
AXSES' arcRes
Publishing

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