

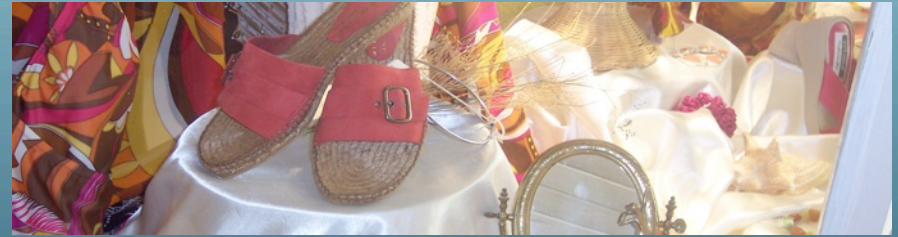


Knowledge Networking & Media

## RealHoliday.TV Travel Videos

In 1998 AXSES pioneered the concept of Holiday Themes Marketing, combining: Personalised search, comparison shopping, dynamic content, dynamic packaging, dynamic profiling, dynamic rates, quotations, bookings, search engine marketing and branding.

In 2012 AXSES launches RealHolidays.TV, a tourism and travel video channel on YouTube. The channel is organised by location and by holiday themes.





Knowledge Networking & Media

## RealHoliday.TV Travel Videos

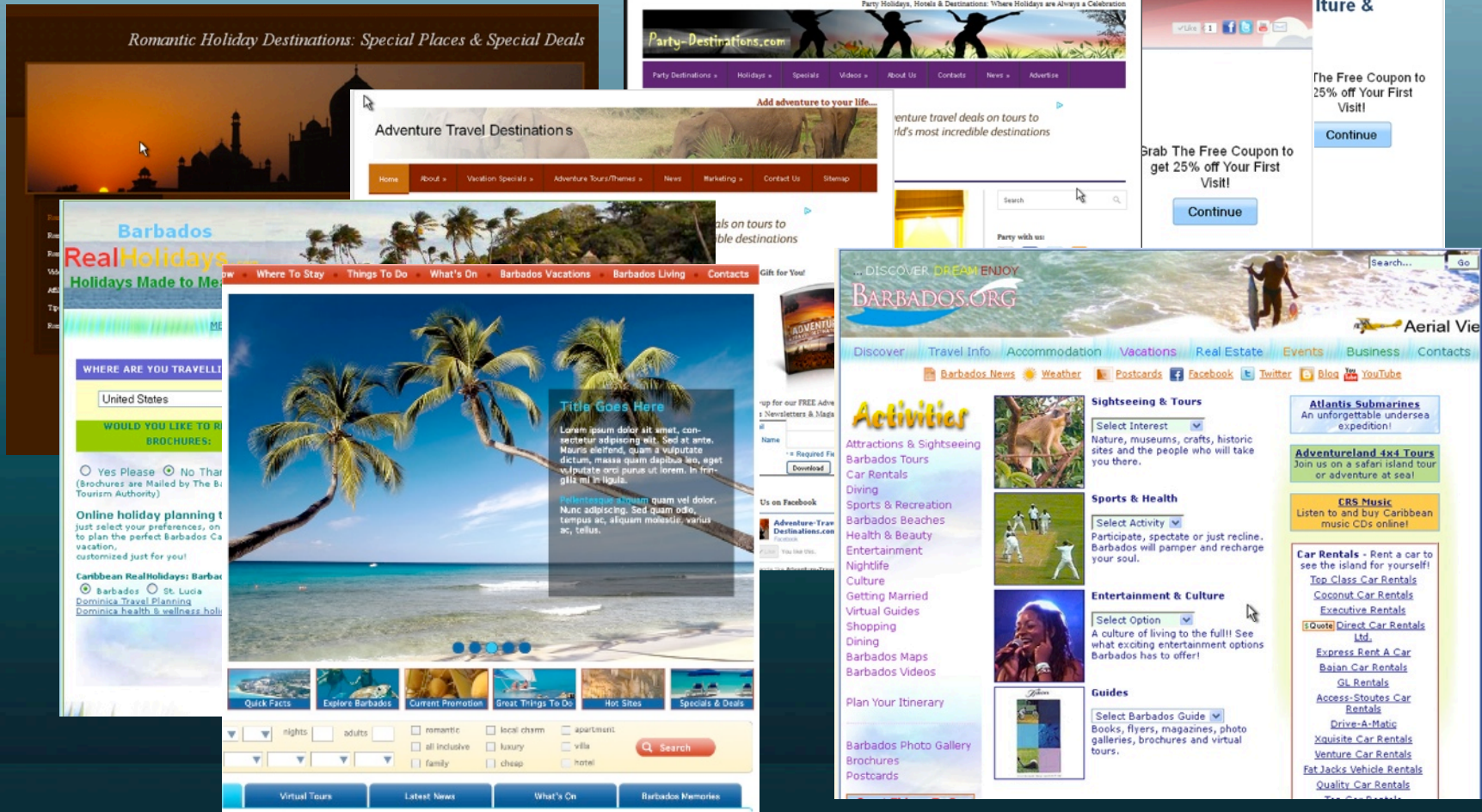
Videos are arranged by country and by themes. The YouTube channel combines videos from across Realholidays travel sites including: Party-Destinations, Adventure-Travel-Destinations, Travel2exoticPlaces, Barbados.org, Bookingsdominica, HeritageHolidays and many others.

It also includes video created for tourism clients, hotels, destinations and tourism operators.

A screenshot of the RealHolidaysTV YouTube channel page. The page header shows the channel name 'RealHolidaysTV' and a profile picture. Below the header are navigation tabs for 'Featured' and 'Browse videos'. A secondary set of tabs includes 'Uploads', 'Playlists', 'Likes', 'Feed', and 'Comments'. A search bar is present with the text 'Comment on this channel'. The main content area displays a grid of video thumbnails, each with a title, a video count, and an upload date. The videos are organized by country and theme.

Country/Theme	Video Count	Upload Date
About RealholidaysTV	1 video	3 days ago
Brazil	2 videos	1 week ago
Bolivia	1 video	1 week ago
Themes-Clubbing	1 video	1 week ago
Nova Scotia, Canada	4 videos	1 week ago
Themes - Wine & Food Tours	2 videos	1 week ago
Dominica	4 videos	1 week ago
St. Lucia	3 videos	1 week ago
Barbados	11 videos	1 week ago

## Videos from many travel sites serving travellers with special interests



## RealHolidays videos created and published for hotels, activities and destinations



**POINSETTIA VILLA APARTMENTS ST. LUCIA CARIBBEAN**

Resort Accommodation Location Photo Gallery Rates Reservations The Caribbean

**Welcome**  
A Great Place to Come Home to

If you are planning a St. Lucia holiday or thinking of living in Saint Lucia, Poinsettia Villa Apartments offers a unique lifestyle. With your own spacious one or two bedroom apartment designed in the townhouse and villa style. They are central to the gardens and resort facilities.

Poinsettia Apartments consists of seven individual and tastefully furnished entry and private units, each with its own personal entrance. Some have a terrace and garden area. All are set around the pool, garden and a large roof top lookout with a panoramic view of Saint Lucia and the Virgin Cave.

**Location, Location**  
Centrally located on the hill top overlooking St. John's, Poinsettia Apartments command a striking view of



**Tiami CATAMARAN CRUISES**  
BARBADOS

Home About Us Cruise Book a Cruise Special Packages Cruise in Barbados Special Packages Contact Us

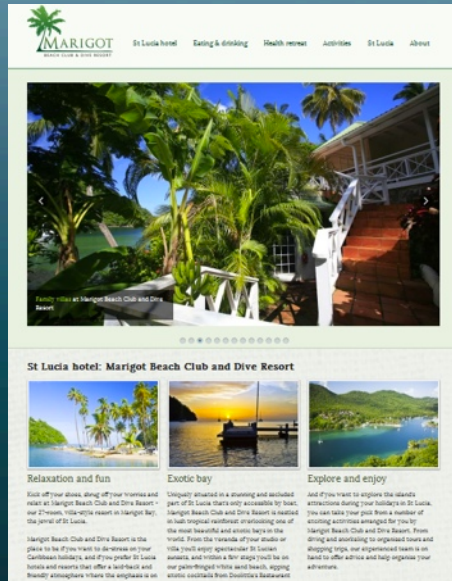
Find us on Facebook

**Tiami Catamarans**

2012 CERTIFICATE OF EXCELLENCE

Welcome to Tiami Catamaran Cruises! Climb aboard any of our five breathtaking catamarans and set sail on the crystal clear waters of Barbados. Believe that when you board Tiami Catamaran Cruises you will be greeted by an unbelievably friendly and experienced crew, experience local mouthwatering dishes prepared by our chef and you will also have a fully stocked bar opened all day to indulge at your leisure.

Put your adventures into an eye drop anchor when you are needed with a chisel of fish, swim with turtles or just admire the vibrant under water sea life. In the warm sunshine, relax on the beautiful beaches of Barbados or simply relax on the deck.



**MARIGOT**  
St Lucia hotel Eating & drinking Health & fitness Activities St Lucia About

Family photo at Marigot Beach Club and Dive Resort

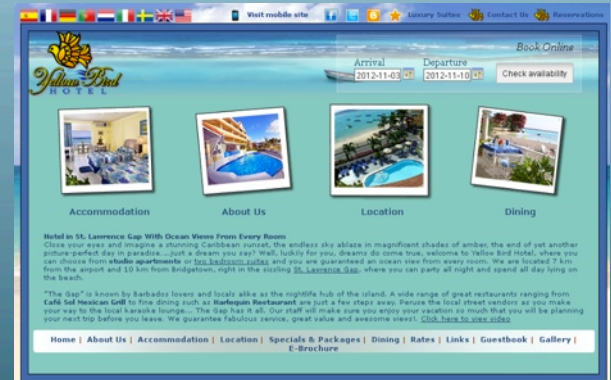
**St Lucia hotel: Marigot Beach Club and Dive Resort**

Relaxation and fun Exotic bay Explore and enjoy

Kick off your shoes, bring off your trunks and relax at Marigot Beach Club and Dive Resort - one of seven, top class resorts in St. Lucia, the jewel of St. Lucia.

Uniquely situated in a stunning and secluded part of St. Lucia, Marigot Beach Club and Dive Resort is nestled in lush tropical rainforest overlooking one of the most beautiful and scenic bays on the island. From the tranquility of your shade or the thrill of your water sports, Marigot Beach Club and Dive Resort offers a truly relaxing holiday, and offers a fun day to be on our palm-fringed white sand beach, enjoying exotic cocktails from our bar.

And if you want to explore the island's attractions during your holiday in St. Lucia, you can take your pick from a number of exciting activities arranged for you by Marigot Beach Club and Dive Resort. From diving and snorkelling to organised tours and shopping trips, our experienced team is on hand to offer advice and help organise your adventure.



**Yellow Bird HOTEL**

Arrival: 2012-11-03 Departure: 2012-11-10

Accommodation About Us Location Dining

**Hotel in St. Lawrence Gap With Ocean Views From Every Room**

Close your eyes and imagine a stunning Caribbean sunset, the endless sky ablaze in magnificent shades of amber, the end of yet another glorious perfect day in paradise... Just a dream you say? Well, looking for you, dreams do come true, welcome to Yellow Bird Hotel, where you can choose from [studio apartments](#) or [two-bedroom suites](#) and you are guaranteed an ocean view from every room. We are located 7 km from the airport and 10 km from Bridgetown, right in the rising [St. Lawrence Gap](#), where you can party all night and spend all day lying on the beach.

"The Gap" is known by Barbados lovers and locals alike as the nightlife hub of the island. A wide range of great restaurants ranging from [Lala Sol Mexican Grill](#) to fine dining such as [Redington Restaurant](#) are just a few steps away. Peruse the local street vendors as you make your way to the local karaoke lounge... The Gap has it all. Our staff will make sure you enjoy your vacation so much that you will be planning your next trip before you leave. We guarantee fabulous service, great value and awesome views! [Click here to see slides](#)

Home | About Us | Accommodation | Location | Specials & Packages | Dining | Rates | Links | Guestbook | Gallery | E-Brochure



**DIRECT CAR RENTALS LTD.** We give a personalized service that's second to none. Tel: 1. 246. 420-6372 Reserve Now

Online Costing & Reservations

**Company Profile**

Direct Car Rentals Ltd. is family owned and operated and trusted for over 36 years for Excellent Service. We are proud to be 100% Bajan! Established in 1976 with a fleet of just 4 cars, we can now boast over 100 new *sabidos*. As we celebrate our 36th Anniversary, Direct Car Rentals is definitely no stranger to the market. Testament to our excellent service record is a long list of satisfied and deeply valued clients, which includes tourists and local Barbadians alike.

Play our video below for car rental tips for your Barbados holiday!

Share More Info

## RealHolidays Multi Media Marketing

Realholidays.TV offers media publishing & Marketing services to tourism suppliers

- Create travel videos for tourism products & brands
- Publish to off-line and online media
- Promotions, press communications & marketing
- Build social knowledge networks for clients
- Print on Demand magazines and rich media products

**POINSETTIA**  
ST. LUCIA  
[www.PoinsettiaApartments.com](http://www.PoinsettiaApartments.com)

Poinsettia Villa Apartments are for discerning travelers and those who like to be independent rather than one of a crowd. The one bedroom villa apartments are cozy and private, perfect for a Caribbean honeymoon or a romantic St. Lucia getaway.

The two bedroom villa apartments are a holiday home, spacious, bright and cheerfully decorated for Caribbean living. Several of the villa apartments open to a private porch/terrace and are ideal for families with children. All apartments have washer, dryer, microwave, air-conditioning, a full kitchen and "A Great Place to Come Home to".

[www.PoinsettiaApartments.com](http://www.PoinsettiaApartments.com)  
P.O. Box 127, Castries St. Lucia.  
T: 1 (758) 456-0469 F: 1 (758) 452-0217  
[reservations@poinsettiaapartments.com](mailto:reservations@poinsettiaapartments.com)

Travelers Insights...  
World Heritage Barbados Volume 1, Issue 1

*World Heritage*

BARBADOS

Travelers Insights...

Dominica is Nature, almost as if it were 50 years ago - little changes here and that is the way we like it.

It is why people come to Dominica, to escape the hustle and bustle of modern life.

Dominica



Travel

## **RealHolidays TravelPowerBlasts**

### **Publish News, Social Updates, Brand Messages, Special and Packages to Hundreds of Travel Media & Social Networks**

Our tourism distribution tool lets you quickly create specials and packages that are published instantly to leading travel portals, directories and shopping sites.

Use our social media apps to load your content, pictures, rates and bookings right onto Facebook, onto mobile sites, social profiles and our knowledge network.

We build and integrate your social footprint so that your message reaches travelers where they are: On YouTube and many other important video sites. On twitter, linkedIn, MySpace and many others Social networks as well as directories, bookmarks, podcasts and blogs

We keep your network up to date with relevant information about your offers, new and videos.

## AXSES PEOPLE

### Directors

Ian Clayton CEO  
John Gibbs Managing Director  
Kathy-Lynn Ward  
Director Operations & Programming

### Programmers/Technical

Shelly Burke  
Hussein Grant  
Kris Gooding  
André Rock

### Marketing and Support

Julia Hyndman: e-commerce Marketing  
Ann-Marie Morris: Web Marketing  
Janelle Knight: Web Marketing



## RealHolidays.com Expert Systems- Historical Perspective



RealHolidays.com  
Holidays Made to Measure

MEMBERS LOGIN (MyRealHolidays) | ABOUT REALHOLIDAYS SERVICE

WHERE ARE YOU TRAVELLING FROM?  
United States

WOULD YOU LIKE TO RECEIVE BROCHURES?  
Yes Please / No Thank You

SELECT YOUR ACCOMMODATION  
 Full Service Hotel  Guest House  
 Kitchen in Room  Apartment/Flat  
 Villa  
 Stay with Friends  Already Booked  
 Not interested in Activities? Book Resorts Direct

SELECT YOUR HOLIDAY MOODS?  
 Romantic  A Summer Retreat  
 A Family Affair  Nightlife Music Jazz  
 Adventure  Sightseeing/Tourism  
 Adventure Culture  Health  
 Business  Nature  
 Special Occasion (See below for more mood)  
 Start RealHolidays

RealHolidays for  
The Barbados Tourism Encyclopedia... since 1990.

AXSES; one of the first in the world to offer intelligent dynamic packaging

Combining multiple themes, lodging options, local activities, attractions and information, RealHolidays creates a unique package, tailored to users choices & personality

### Matchmaker



PERSONALITY PROFILER  
This profile is used to match you with resorts

Select up to 3 from a category (to better match resorts NEXT)

ADMIRE MOST  dynamic,vibrant  educated,wise,savvy  established,affluent  sensible,practical  subtle,refined  
welcoming,friendly

CONNECT WITH  adventurous,active  charming  fun-loving  gentle,quiet  professional,talented  serene,soulful

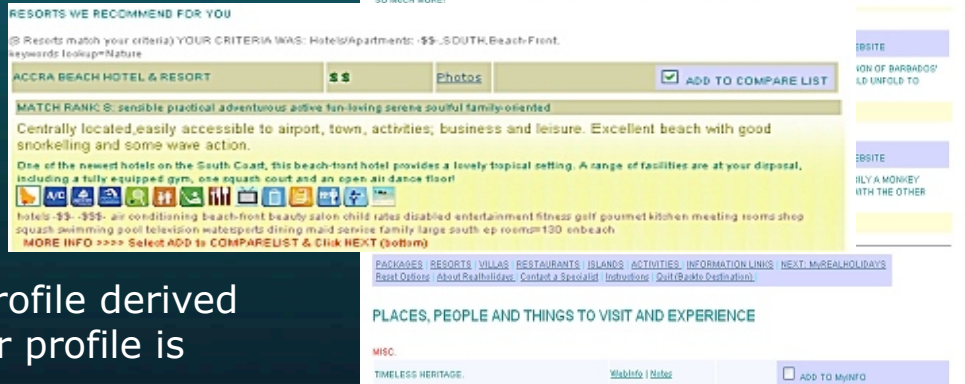
DECORD YOU LIKE  comfortable,homesy  cute,temperine  elegant,sophisticated  handsome,masculine  rustic  stylish

traditional  unique,colorful

INTERESTS ARE  creative,artistic  esthetic,spiritual  family-oriented  healthy,sporty  romantic,dreamy

LIKE TO BE PERCEIVED AS  casual,relaxed  cool,hip  natural,unpretentious  nostalgic,sentimental  worldly,personal  
young-at-heart,whimsical

### Matching Resorts



RESORTS WE RECOMMEND FOR YOU  
Resorts match your criteria) YOUR CRITERIA WAS: Hotels/Apartments: \$\$\$-SOUTH,Beach-Front.  
Keywords: look up Nature

ACCRA BEACH HOTEL & RESORT \$3 Photos ADD TO COMPARE LIST

MATCH RANK 8: sensible practical adventurous active fun-loving serene soulful family-oriented  
Centrally located,easily accessible to airport, town, activities, business and leisure. Excellent beach with good snorkeling and some wave action.

One of the newest hotels on the South Coast, this beach-front hotel provides a lovely tropical setting. A range of facilities are at your disposal, including a fully equipped gym, one squash court and an open air dance floor!

hotels: \$\$-\$\$\$. air conditioning beach-front beauty salon child rates disabled entertainment fitness golf gourmet kitchen meeting rooms shop squash swimming pool television water sports dining maid service family large south ep rooms=130 onbeach  
MORE INFO >>> Select ADD to COMPARELIST & Click NEXT (bottom)

ACTIVITIES TO ADD

CAVE  
HARRISON'S CAVE Website ADD TO MYWEBSITE  
ALTHOUGH HISTORICAL REFERENCES WERE MADE TO HARRISON'S CAVE FROM AS EARLY AS THE EIGHTEENTH CENTURY, NO SERIOUS EXPLORATION OF THE CAVE WAS DONE UNTIL 1970, WHEN DANISH SPELEOLOGIST, OLE SORENSEN WAS COMMISSIONED BY THE BARBADOS NATIONAL TRUST TO MAKE  
SELECT FOR MYPACKAGE:  Great! \$15.00  None

INTERISLAND TOURS  
CHANTOURS: THE GRENADINES, DAY TOURS AND LUXURY VILLAS Website ADD TO MYWEBSITE  
LET CHANTOURS SHOW YOU THE BEST OF BARBADOS AND THE CARIBBEAN WITH DAY TOURS, YACHT CHARTERS, VILLA RENTALS AND SO MUCH MORE!

PLACES, PEOPLE AND THINGS TO VISIT AND EXPERIENCE

MISC.  
TIMELESS HERITAGE Website Notes ADD TO MYINFO

### Activities, Attractions, Information

AXSES Intelligent Systems build a users profile derived from their choices. As users navigate, their profile is refined and matched to holiday options.