

travelfish.org



Reach
independent
travellers before,
during and after their
trip to Southeast
Asia

INDEPENDENT TRAVELLERS TRUST TRAVELFISH

We've been covering Southeast Asia since 2004, have lived in the region since 1997 and have been travelling it since 1993. We've got a got handle on what independent travellers to Asia are looking for.

Travelfish.org started out in 2004 as a hobby website covering just a handful of the founder's favourite places in Thailand. Over the years the site has grown and blossomed into what Australia's *The Age* newspaper described as one of "Asia's biggest travel websites".

Today Travelfish.org boasts coverage of seven Southeast Asian nations: Cambodia, Indonesia, Laos, Malaysia, Singapore, Thailand and Vietnam. These form the heart of the action for independent travellers to the region. The coverage on Travelfish.org has been hailed both by users and the mainstream media for its honesty and editorial independence.

With a team of paid researchers, Travelfish.org has amassed one of the largest collections of independent accommodation reviews focused on Southeast Asia. By early 2011 almost 4,500 properties -- from \$2 shacks to \$500 private pool villas -- had received our critical eye.

Travellers use Travelfish.org as a research and planning tool both before their journey commences and during their holiday in the region. At the end of the trip an increasing number continue to participate on the site, lending assistance to others who are just starting the planning cycle of their trip.

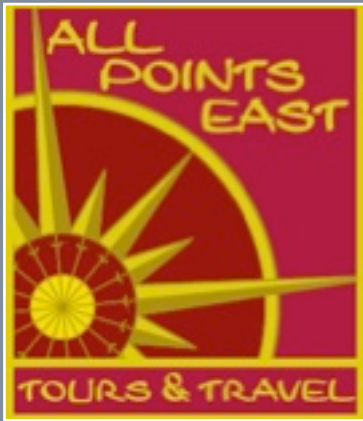
Travelfish.org's strength rests in the fact that places are only written about if we've visited them in person. No freebies or incentives are accepted from anyone. Ever. This brings an extra level of depth, knowledge and independence to all of our coverage and serves to differentiate Travelfish.org from many other websites seeking a similar traffic and demographic.

Travellers benefit in knowing we've been there before them, that we're 100% independent and that we know what we're talking about.



If you haven't been there...
...you haven't been there. The ability for us to be able to say, without exception, what we write is from personal experience, gives our word increased gravitas. If we recommend something, it is because we believe what we're saying.

ALLPOINTS EAST



Our very first advertiser

UK-based All Points East (formerly Gecko Travel) was the first direct advertiser to work with Travelfish.org and they have advertised with us ever since. Travelfish.org remains one of their largest sources of converting traffic.

Who is Travelfish.org?

Travelfish is a privately held Australian company. Our administrative headquarters are in Sydney, Australia.

How popular is Travelfish.org?

Travelfish is used by internet savvy independent travellers of all ages to Southeast Asia. Users consult it before, during and after their trip. We have in excess of 50,000 registered members.

In 2010, Travelfish.org:

- * Received just shy of 4,000,000 individual visits.
- * Served just under 15,000,000 page views.
- * Showed an average of more than 3.5 pages per visit.
- * Engaged the visitor for an average of just under five minutes.

Why do people use Travelfish.org?

Travelfish.org has a reputation for providing impartial and honest information. We have a team of researchers constantly on the move through Southeast Asia. Their research notes are available online often within days (in some cases hours) of them submitting research.

In comparison, your average traditional guidebook takes at least nine months to get onto the bookshelf.

How do people use Travelfish.org?

Readers use Travelfish.org in three phases:

Pre-departure

Readers peruse Travelfish.org's thousands of accommodation listings, read our destination coverage and use our trip-planning resources -- including our popular message board -- before they depart.

On the road

Once they're on the road readers use Travelfish.org for researching their next destination, popping into the message board for more questions and answers and printing off maps as they need them. Travelfish.org users with iPhones are also increasingly using our highly praised iPhone app guides to selected destinations.

Back at home

After their trip, Travelfish.org members are encouraged to post a trip report, review the guesthouses and hotels they stayed at and help answer the questions of pre-departing travellers.



Travelfish covers where others don't bother

Why work with Travelfish.org?

Advertising on Travelfish.org will put your service or product in front of thousands of people planning a trip and travelling to Southeast Asia.

Tour agencies, travel agents, airlines, equipment producers and many others can benefit tremendously by promoting their wares on Travelfish.org.

By marketing your goods and services on Travelfish.org, you're reaching a targeted group of travellers. You know **what they're doing** (planning a holiday) and **where they're going** (Southeast Asia). You should have a great idea of **what they need** -- so you just need to let them know about it.

Targeting

Travelfish.org uses Google AdManager for most of our advertising needs and so we are able to target advertising on a geographical basis and also cap by viewer and impression. Furthermore you can elect to show your advertising within just one region -- Thailand and Indonesia for example -- so you don't waste impressions on a region you are not interested in.

Reporting

CPM advertisers receive monthly impression reports. Through these they monitor their campaign performances and return on investment. Most of our advertisers renew with us.

Leverage our knowledge

We've been covering Southeast Asia for more than six years and travelling here for more than a decade. We can provide tailored advice on how to best get your message across to our readers. If we don't think Travelfish.org is for you, we'll say so.

Branding

Advertising on Travelfish.org means you're associating with a trusted and well regarded partner. Travelfish.org has a reputation for providing honest and reliable travel information for Southeast Asia. Lonely Planet's 2010 *Thailand's Islands & Beaches* described Travelfish.org as: "The best independent travel site for backpackers coming to Thailand."

With a clutter of travel-related websites online, be associated with a brand independent travellers recognise and respect.



Budget
travellers want
a budget
airline

AIR ASIA



Asia's top low cost carrier

Every time AirAsia renewed their campaign on Travelfish.org they expanded it -- that's got to suggest we're doing something right.

AirAsia has the most comprehensive network in Southeast Asia and so were a natural fit with our readership.

Most recently, they encouraged their sister airline, Thai AirAsia to work with us... then they extended too.

TRAVELFISH.ORG READERS

Quality not quantity

We're far from the biggest travel community online, but the people who contribute to Travelfish.org know what they're talking about. Travellers are becoming members on our site at an increasing rate.



So who are the almost half a million people that visit Travelfish.org monthly?

Travelfish.org readers are a mix: Asia "old hands" who travel to the region every year read us along with first time visitors who would struggle to point out Thailand on a map.

They're from all walks of life: gap year students, retirees, honeymooners and those looking for a two-week beach break. What they all share is a thirst for information to help them get the most out of their time in Southeast Asia. This is what brings them to Travelfish.org.

According to Quantcast, the majority of Travelfish readers are between 18 and 49, and slightly more are female. The majority don't have children, do have at least a college education and the majority of our US-based readers earn in excess of US\$100,000 per year.

Travelfish.org has more than 50,000 registered members, though not all of those members remain active.

**Educated
Affluent
Travellers**

While all sections of the site attract readers, the Thailand and Vietnam sections are the most popular (Thailand was also the first country covered), followed by Laos and Cambodia, which each attract a roughly equal readership. Indonesia, our newest addition to the site, has the fastest growing readership.

Travelfish readers can contribute to the site through the forum and can also submit accommodation, destination and transportation reviews and reports which are put through an editorial process before being added to the Travelfish.org site.

TOP SOURCES OF VISITS*	TOP NATIONALITIES**	SEX	AGE	INCOME
UK Thailand United States Australia Vietnam Canada Germany Cambodia Malaysia Singapore	UK Australia USA Canada Vietnam Thailand Singapore Germany Netherlands Malaysia	Boys: 48% Girls: 52%	Under 18: 9% 18-34 31% 35-49 35% 50+ 24%	0-30k 11% 30-60k 23% 60-100k 25% 100k+ 40%

* Source: Google Analytics **Source membership signups

TRAVELFISH.ORG PLACEMENTS



A range of different placements are available on Travelfish.org. They are designed to meet a selection of different aims and budgets. The positions to the left are for illustrative purposes and the actual slots would vary somewhat from page to page within the site.

Leader 728*90

Top of the page, immediately to the right of the Travelfish logo, this position is available on almost all pages of the Travelfish site (notably the homepage slot is not available).

Button 125*125

A double spot nestled immediately below the main navigation section in the left hand column.

Wide short tower 300*450

This size allows for both a good size graphic and a significant call to action.

Wide tower 300*600

This slot is most effective in the Travelfish.org forum and, like its shorter cousin, allows for a good sized creative along with a call to action.

Showcase 300*250

Often embedded into text in a wraparound method, this is a great slot for call to action creatives

Tour slots 600*300

This has been designed with tour providers in mind allowing enough room for a significant amount of text, creative and logo.

Text placements

For those with smaller budgets, Travelfish.org can also provide short text placements in the left column on specific pages within the Travelfish.org site.

These are available only to travel orientated businesses and the link must be relevant to our readers.

In order to comply with **Google's quality guidelines**, all text placements appear under the title "Sponsored listings" and are marked "rel=nofollow" in the link code.

Essentially this means the links are worthless in SEO (Search Engine Optimisation) terms, but have obvious benefit if you have a business related to that particular page.

These come in two flavours: link only and link with a short description. They are priced on three tiers, according to the popularity of the destination. These are priced on an annual basis.

PLACEMENT	DIMENSION	RATE (US\$)
Leader	728*90	\$3 CPM
Showcase	300*250	\$5 CPM
Wide tower	300*600	\$8 CPM
Wide short tower	300*450	\$6 CPM
Tour block	600*250	Annual \$300 per tour
Text placement	Link/link & text	Annual by zone Link: \$240/\$480/720 Text: \$480/\$960/\$1440



THE RAW NUMBERS

Screenshot from Google Analytics for the period January 1 to December 21, 2010

Summary

The above screenshot from Google Analytics indicates the overall traffic flow through the site in the calendar year 2010.

Despite the challenges presented by the Thai political situation (see “Challenges” below), overall site traffic to Travelfish.org in 2010 was up almost 25% on the previous calendar year.

Likewise, 2011 has commenced strongly, recording our best traffic ever with the site averaging more than 15,000 visits and 55,000 page views per day.

Challenges

The ongoing difficult political situation in Thailand is arguably the main challenge to sustaining continued traffic growth at Travelfish.org. While the situation currently just simmers ‘under the surface’, should it deteriorate as it did in 2010 it would have a material though probably temporary affect on site traffic through 2011.

Growth 2011: Indonesia

The year 2011 will see a considerable expansion and deepening of our Indonesia coverage. While we do not envisage comprehensive coverage of the entire archipelago, we do plan on solid coverage of

the key destinations of Sumatra, Java, Bali, Nusa Tenggara, Sulawesi and Kalimantan. These are all growing tourist destinations and we believe that Indonesia is where things are at for independent travel in 2011/2012.

Growth 2011: Blog network

As of the end of January 2011, we have four of our planned 13 destination blogs up and running.

Each of these is written by a resident of the destination and contains timely items of interest to those visiting the destination. Once all 13 are on stream these will significantly deepen the information available on Travelfish.org and help boost traffic and pages per visit.

These blogs also create destination verticals that should be of interest to advertisers with a focus on a specific location.

The currently running blogs are Bali, Phnom Penh, Hanoi and Singapore, with Bangkok having just been commissioned.

A “Deals” blog highlighting travel deals and specials will also come online in February 2011. This blog is not a part of the 13 destination-based blog network.



THE SMALL PRINT

Definitions, placements, payments and so on

Types of advertising: CPM

CPM, or cost per thousand impressions, is an industry-standard means to measure advertising reach. The total price paid in a CPM deal is calculated by multiplying the CPM rate by the total number of impressions divided by 1,000.

So for example, if a placement has a CPM rate of \$5 and 20,000 impressions are recorded, then the cost is $5 \times (20000 / 1000)$ or \$100.

Types of advertising: CPC

We do not currently offer cost per click (CPC) advertising. If you wish to advertise that way, we suggest you use **Google Adwords** and site target Travelfish.org on the **Content Network**.

Types of advertising: Annual

For four slots and text placements, the advertising period is one year. By that we mean 365 days.

All annual advertising packages are payable 100% in advance. Trial periods are not available.

Creatives

We accept creatives in most standard formats and can work with most common advertising tools.

Statistics

We use **dfp Small Business** by Google (formerly **Google Admanager**) for most of our advertising needs. The figures supplied by **dfp** are final and all billing is based on them.

Text placements

Why not just call them text links? Because the text links term has been poisoned and is associated with dubious link exchanges and search engine manipulation. We thought the easiest method to disassociate ourselves from such practices was to call the text links text placements.

Text placements appear on a range of pages below a certain location. So for example, if you wanted a placement in our Saigon section, it would appear on the introduction, accommodation, eat and meet, sights and transport pages. So while the links are not run of site, they do appear on more than one page.

Text links come in two flavours: link only and link with a short description (limited to no more than 160 characters). Here are two examples using Travelfish.org as an example.

Link only

```
<a href="http://www.travelfish.org" rel="nofollow">Online travel guide to Asia</a>
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Link and description

```
<a href="http://www.travelfish.org" rel="nofollow">Travelfish</a><br />An online travel guide for independent travellers heading to Cambodia, Indonesia, Laos, Thailand and more.
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Link costs

The link with description costs double the amount of just the link.

Links are also priced in three tiers to reflect different levels of popularity of the site. So for

example Bangkok, Siem Reap, Saigon and Ko Samui are all tier 1 (the most expensive).

Chiang Rai, Sihanoukville, Don Dhet and Sapa are all tier 2 (the middle priced level).

Ko Libong, Tha Khaek, Kontum and Ban Lung are all tier 3 (the cheapest).

A full list of rankings can be supplied upon request, but as a guideline, if your Grandma knows where the place is, it will be tier 1!

Why do we price this way? For two reasons. Firstly, the more popular the destination, the more pageviews your link will register. Secondly we think it is unfair that smaller businesses in remote areas be asked to pay the same as those in a capital city.

Buying a text placement does not mean your business gets listed within the main Travelfish.org site.

We reserve the right to refuse any advertiser we feel is not a good fit for Travelfish.org.

Payment

We accept payment by direct bank deposit for all CPM campaigns and tour slots.

Text placements and tour slots can also be paid for by PayPal. Both of these require payment 100% in advance. We do not run either on a shorter trial period. These are solely annual contracts.

2011-2012

TRAVELFISH AWARDS



Take a leap: You'll be in good company

MORE INFORMATION

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