

POSITION FOR MARKETING SUCCESS

WORLD CLASS ON-LINE MARKETING CHANNEL BENCHMARKING

KEY FEATURES & BENEFITS

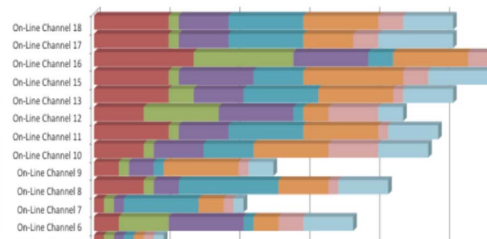
KEY FEATURES

- Best Practices in:- Social Media- Travel Sites- Mobile- CRM
- Baseline Your Firm's Channels Relative to Competitors & World Class Implementations
- Identify gaps between your current state and world class

BENEFITS

- Increase channel visitation by 15% or more.
- Establish or grow Social Media effectiveness
- Drive conversions through Increase channel satisfaction
- Position to gain or protect market share from your competitors
- Increase spend effectiveness of your on-line strategy by 17% or more.
- Effectively partition your scarce marketing dollars to win the most growth.

Vantage Strategy's Benchmarking Service enables travel bureaus, and hospitality organizations to improve and position their on-line marketing channel designs to achieve a competitive edge over their competitors. If you channel strategy includes web-sites, social media, or mobile, our benchmark will show you where you are relative to your selected competitive set, as well as our selection of world class channels. Given this understanding, we'll help you identify your performance gaps and improvement opportunities that will raise your channel effectiveness. The end result is a detailed benchmarking report, and, optionally, a pragmatic strategic plan of action



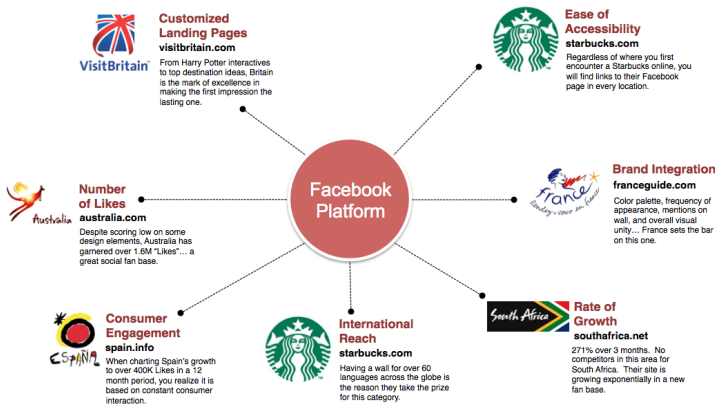
Vantage Strategy Best Practice Framework	Imagery Composition	Prose Composition	User Experience	Translation	Site Layout	Navigation Ease
World Class	Large Well Composed Compelling Images	Excellent prose content well organized	Intuitive and Prose content well organized	None or minimal errors	Professional design, high quality information	3-5 clicks and user goals to desired information
Performing	Large level of content	Experiential text, culturally aligned to consumer	Intuitive, or non-linear offering, or non-linear experience	Minimal translation errors	Good layout, high quality information	2-3 clicks and user goals to desired information
Developing	Well Composed Compelling Images	Some Experiential text, culturally aligned to consumer	Intuitive, or non-linear offering, or non-linear experience	Minimal translation errors	Good layout, high quality information	2-3 clicks and user goals to desired information
Initiated	Small Well Composed Images	Informational text, not culturally aligned to consumer	Intuitive, or non-linear offering, or non-linear experience	Minimal translation errors	Good layout, high quality information	4-6 clicks and user goals to desired information
Undeveloped	Small General Images	Informational text, muted or poor translation	Neither intuitive or non-linear user experience well	Not well translated or not translated	Poor design, alignment of images and text poor	6 or more clicks and user goals to desired information

BASELINE YOUR ON-LINE CHANNEL CAPABILITIES

Vantage Strategy's service begins with an internal assessment of your firm's objectives, positioning strategy, and your on-line marketing channel designs. Through Vantage's travel industry benchmarking framework, you'll be able to see where your channel maturity compares to world class standards.

ASSESS YOUR COMPETITIVE POSITION

Our benchmark framework enables you to identify your competitive set, and graphically depicts where your current capabilities compare against your competition. Our benchmark scope includes, but isn't limited to web-site maturity and design, social media (Facebook, Twitter, and YouTube), and mobile.



Why Benchmark Now?

In the last two years we have seen unprecedented growth in social media and the mobile-internet market. These emerging channels will only to continue to grow in functionality options for destination and hotel marketers.

As Facebook eclipsed Google in the top spot for most online traffic last year, Google continues to find new ways to integrate it's geo-location services, search and social media as noted by the recent launch of Google plus.

The venture capital markets are heating up in the hi-tech sector which means that more options for marketers to choose from are coming soon.

It is our point of view that looking too far into the future is very risky at this juncture and the most logical approach is to take more frequent "current state" snapshots of the market. Understanding your market position on a more regular but in-depth way can keep you in touch with your competitive reality and keep you from falling too far behind without all the guess work on emerging channels.

We recommend that a quarterly view of your competitive position is the safest approach to stay fresh in your marketing strategy. A quarterly current scenario planning process will allow for more regular priority setting and adoption of new digital offerings and keep costs low by not making bets on the hype, but the reality. Adopting a deep trade study analysis complemented by case study applications both inside and outside the travel industry can move you from the middle of the pack to the front with a conservative approach to spending.

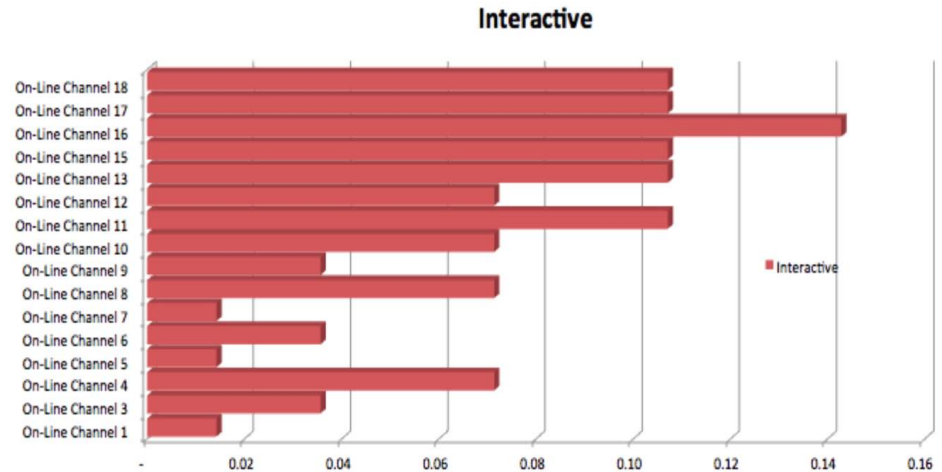
The key to all of this is the bottom line, that by targeting your efforts solely around your competitive position you can eliminate spending on non-relevant activities.



Michael Pusateri
CEO, Vantage Strategy

DETAILED AND ACTIONABLE BENCHMARKING REPORT

Vantage utilize it's multi-dimensional framework model to provide you a detailed understanding of your positioning within key elements within each channel.



PRAGMATIC STRATEGIC ACTION PLAN

Our analysis will help you establish an actionable strategic plan with will enable you to attain measurable channel effectiveness through a carefully sequence of incremental improvement efforts. The end result, heightened performance in your web-site, partner, social media and mobile efforts, attained rapidly, and cost effectively.



Vantage Strategy, Inc

93 Main St

Annapolis, Md 21401

mike@vantagestrategy.com

www.vantagestrategy.com

