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How to Use this Guide for Greatest Results

Congratulations on your purchase of this new tourism-marketing course! This course is divided into two distinct parts:

Part 1, represented in this guide and many supporting videos you'll be getting over the first three weeks, is about how to create marketing materials that convert more travel shoppers into buyers. Any type of tourism marketing investment, without an increase in prospect inquiries and sales conversion, is a *big fat waste* of your time and money! The important marketing communication tool you will learn is called the "*Defining Credibility Statement*™" (D/C). This innovative strategy and easy to apply marketing concept will revolutionize the way you think about and communicate your marketing messages.



Part 2 of this course will help you create or improve your website to be search engine friendly and improve ranking. Part 2 is represented in many videos and in the bonuses you'll get over weeks four to six, and is found on the password-protected site. By learning and APPLYING the information in part 1 of the course, you'll learn how to write and lay out results-oriented marketing copy for your website, e-mail, advertising, brochures, trade-shows, and more. This will help you attract more prospects, increase arrivals, and sell more trips. We have been using the D/C statement successfully over the years for many clients and in training hundreds of tourism professionals just like you.

The key to get maximum benefit from Part 1 on improving your marketing material is to:

1. Read the first four sections and study the examples in this guide and online examples thoroughly.
2. Watch the associated training videos online in Part 1 in the membership site on Sales Conversion.
3. Print out several copies of the worksheets found on page 54 to create drafts of your own D/C statements.

By studying this guide, section by section and watching the videos, you'll see how you can provide greater clarity and motivation to your prospects by using the D/C principle, found in all your marketing materials. By the time you get through, you'll have your own Defining/Credibility Statement[©] you can start applying everywhere.

I wish you every success with your travel or hospitality business. I've helped hundreds of tourism companies and individuals throughout the world substantially increase their sales, arrivals and profits using the exact principles and steps in this course. I hope that by doing this program you will achieve great results too. Thank you to all my clients and associates who have faith in me, and have contributed to this course. I am thrilled to see improvements in their profits, simply by changing their marketing materials. I'd also like to express special gratitude to my wife Sabrina Braham for her support of my consulting business, feedback on my many ideas, and opportunity to combine our personal and professional lives together. This course was also made possible via open feedback, support and inspiration of many.

Deep thanks to the following family, clients, associates and friends: Kevin Warren, the late Jerry Austin, Norm Shoenhoff, Doreen Toller, Mike Vondruska, Wendy Brewer Lama, Jack Ferrel, Gary Scott, Dave Wiggins, Dan Austin, Jimmy Sweeney, Susan Hill, Mike Lally, Jeff Siegel, Yanik Silver, my hundreds of clients, and a special thanks to Rich Selby.

Section 1: The Psychology of Tourism Consumers

Some Basic Principles of Today's Tourism Consumers

Let's review some basic principles of today's adventurous travelers. It is very important to understand how they behave, think, and what motivates them to become potential customers. By learning their key fears and motivators, you can more easily communicate and position your marketing message to earn their attention and ultimately their business. We will go into in more detail on the following three pages.

- Most of your important new prospects are going to become acquainted with your tourism destinations, tours and services in many places: through your web site, brochure, tradeshow booth, advertising, cover letters, and flyers, as well as on web sites and brochures of tour operators and booking agents who represent you.
- These prospective clients are going learn more details about your tours, lodge, booking agency, tourist event, region or a whole country via the *written word*.
- Everyone is so busy and overwhelmed with information that you need to communicate *very quickly* to your prospects in regards to what you have to offer and what's in it for them, before you lose their attention and they have moved on to an offer from another company. The best means of getting the message out to a prospect is to do it very quickly (3-5 seconds).

The Three Laws of Travel Prospects[®]

Today's travel consumers want to know 3 critical things about your destination or tourism service before they give you a booking:

1. That others have traveled before them, meaning your company has experience doing what it says it does.
2. That other people have had a good time, meaning you offer exceptional service, fun and informative trips to exciting places.
3. That nobody died, meaning you run safe trips and safety of the consumers is your top priority. Because the world is so accessible, ever-changing, and occasionally volatile, would-be travelers must have their basic concerns addressed before they can choose your company or destinations.

Their safety and comfort must be addressed before they can make decisions about price, length of stay, and activities. This is especially true if you are promoting or selling any tourism activity or destination even remotely perceived as potentially dangerous.

What are the Key Tourism Elements to Communicate?

Based on the above principals, you as tourism marketing professional need to communicate to your prospects and clients through your marketing messages:

- What you offer.
- What destinations you are promoting and traveling to.
- Key information to qualify and sell them on their benefits of traveling with your company or to your destination.
- That your company or destination is safe and why.
- How your prospects will have a good time and their life will be enhanced.
- That your prospects are making a wise travel purchase with you.

This is what the **Defining/Credibility Statement**[®] will do - help you communicate all this and more.

Section 2: The Defining/Credibility Statement[©]

Key Parts of the Defining/Credibility Statement

Text Overview

- Credibility Statement: Your company's level of experience, therefore your credibility
- Defining Headline: What type of trips you offer
- Location Statement: Where you operate your trips or promote tourism
- Descriptive text:
 - How long are the trips in length and/or size of groups
 - Variety of offerings or activities
 - Level of comfort and accommodations
 - Key benefits the reader can look forward to

Graphic Overview

(1) The Credibility Statement (Experience, Safety)

(2) THE DEFINING HEADLINE WHAT TYPE OF SERVICES YOU OFFER *(Sometimes appropriate for business name if very descriptive)*

(3) Location Statement – Where do you physically offer vacations *(Needed if your descriptive headline or business name doesn't effectively communicate where you are)*

(4) Descriptive Text Location • Expressed as Bullets • Summarizes Activities • Summarizes Amenities • Length of Stay • Key Benefits to Traveler • Suitability

**More Descriptive Text • Environment • Level of Service
Key Benefits**

Think of this as a template. Once you can understand and identify the key parts of the D/C statement, you'll be able to use it as a building block for all of your marketing communication. You can utilize the Defining/Credibility statement completely or as a part in every marketing piece you do i.e. Brochure, newsletter, postcards, stationary, mailing envelopes, tradeshow exhibits, web site, E-mail newsletters, etc.

Not only does the template work for the written word, but in the spoken word as well. I have seen the D/C statement used effectively in outgoing phone messages, video voiceover scripts and with inside sales people. On the next few pages are examples that integrate all four basic parts of the D/C.

#2
Descriptive
Headline

Super Affordable Trophy Sport Fishing



Tony Austin holding a BIG KING



Outside Golsovia lodge with Jerry, Walt and Jim Austin.

Why hundreds of happy travelers choose us

#1
Credibility
Statement

I come back every year mostly for the great fun we all have. The small number of guests always makes things personal.
Wes Osburn, OH

I caught over 100 fish with one lure I made myself!
Steve Huber, CA

This is the single most perfect river for flyfishing I ever found.
Rolli Greer, NJ

- World-class clear stream fishing
- Better Alaskan values don't exist
- Five superb species
- Incredible privacy & solitude
- Expert guiding & instruction
- Beginner - experienced fishing
- Superb home-cooked meals
- Wildlife viewing - lots of bears
- No fly-outs / no aircraft
- 6 person maximum with 3 staff
- Families always welcome
- Beachcombing & birdwatching
- Fish 1/2 minute from lodge
- Set your own schedule
- Freezers
- Showers & flush toilets
- Wildlife viewing tower
- Unbelievable fun for kids

I've fished with the Austin family and staff for years, kings to silvers and everything in between. I've brought business groups as well as my family. This is a unique experience way beyond fishing.
Bob Wagstaff, WA

We come back every summer for the great flyfishing and the companionship of the Austin family and staff.
Flip & Sue Wilson, OH

I've never caught and released so many fish in my life.
Owen Royce, WI

Musber Jerry Austin



Austin's Alaska Adventures is located in St. Michael, on an island looking over the Bering Sea. Come see the Last Frontier, Alaska. You'll be glad you did!

Fishing Alaska!



#3
Location
Statement/
Headline

Austin's Alaska Adventures

Since 1976, Quality Eco-Adventures

#1 Iditarod Ave. • St. Michael, Alaska 99659 • Toll Free 877-923-2419 • Fax (907) 923-3272

King • Silver • Chum • Pink Salmon • Arctic Char

#1
Credibility
Statement

#4
Descriptive
Text

WHITEWATER EXCITEMENT

CALIFORNIA RIVER RAFTING ADVENTURES

#2
Defining
Headline

#3
Location
Statement



5 Star Guarantee

- Best value & pricing
- Certified river guides
- Best campground on the American River
- Top-of-the-line equipment
- Incredible meals & service

#4
Descriptive
Text

#1
Credibility
Statement

Since 1978 Over 130,000 Happy Guests

#3
Location
Statement

#4
Descriptive
Text

#2
Defining
Headline

• SAN DIEGO

BAJA SOFT ADVENTURE WILDERNESS VACATIONS

Kayak • Hike • Snorkel • Whale Watch
Fish • Surf • Relax • Solitude • Fun • Romance

SEVEN SISTERS

LA UNICA
WILDERNESS
RETREAT

• ISEA NATIVIDAD

SAN IGNACIO
LAGOON

Pacific Ocean

Sea of Cortez

• LA PAZ

• CABO SAN LUCAS

BAJA AIR ADVENTURES
ADVENTURE SINCE 1989

YOUR ADVENTURE IS ONLY HOURS AWAY...
Since 1989, thousands of satisfied guests

#1
Credibility
Statement

Section 3: Copy Writing Secrets Revealed

Part 1: The Credibility Statement[©]

Your Company's Level of Experience, Credibility and Safety

Previously, on page 5, I spoke about the importance of understanding your prospects' key fears and how it influences their purchasing decisions. This is the primary function of the Credibility Statement – to make them feel safe and secure so they buy from you.

The Credibility Statement (part 1) of this template quickly communicates to the reader that you satisfy the 3 pre-purchasing concerns travel prospects may have:

1. That someone traveled before them.
2. They had a good time.
3. Nobody died. Safety is priority.

Safety-First Priority

Safety and security has, and always will be, the primary concern most would-be travelers have. This has become even more important since 9/11. Most active travelers don't want to be the first to try your new itinerary or visit a troubled region. They are more comfortable giving you their business or visiting if they know someone did it before them. Prospective travelers want to know that their safety and security is your first focus.

Experience and credibility also holds true for almost any service business, as you will see in some upcoming examples.

How to Effectively Communicate Credibility & Experience

One of the best ways to communicate credibility, experience and safety is letting your reader see very quickly some of the following:

- Years in business
- Number of guests
- Special recognition or awards
- Endorsements by known associations
- Celebrity endorsement
- Review by industry media
- Special licenses or certifications
- Years of experience
- Years of collective staff experience

I usually like to express the credibility aspect of the company or region I am promoting near the top of the page, preferably left to right. Why? This is the way we were trained to read and write – top to bottom, left to right.

It is important to express credibility, experience, and safety immediately. This can be expressed as a quote from a client, years of experience, or a review by the media. It can also be at the top of the page centered over the Defining Headline (part 2) or the business name (blue highlighted area).

Example: An Established Rafting Company

Since 1982, over 72,000 Happy Guests

Mariah

Wilderness Expeditions

Seven Exciting Rivers in California & Oregon

**½ to 7-day trips • Beginner to Advanced • Family Trips • Team Building • B&B's
Catered Camping • Guide School • Private Groups • Women's Tours**

**Excellent Guides and Equipment • Spectacular Scenery
Outstanding Customer Service • Licensed & Insured**

Credibility Statements

18 time Iditarod finisher & Charter Hall of Fame Inductee

AUSTIN'S ALASKAN ADVENTURES

Since 1976, Quality Wilderness Eco-Adventures



Dog Sledding

Wildlife viewing

Eco-Adventures

Sportfishing

Eskimo Culture

Snow mobiling

History

Dramatic scenery

Rustic lodges

Deluxe camping

Great service

Small groups

You can see in the letterhead we integrated the Austin's Alaska Adventures owner, Jerry Austin's huge credibility by referencing his charter induction into the dog sledding Iditarod Hall of Fame, 18 time completion of what has been called "The last Great Race on Earth" (1100 miles of Alaskan wilderness by dog team) and that they have been offering quality trips a long time, since 1976.

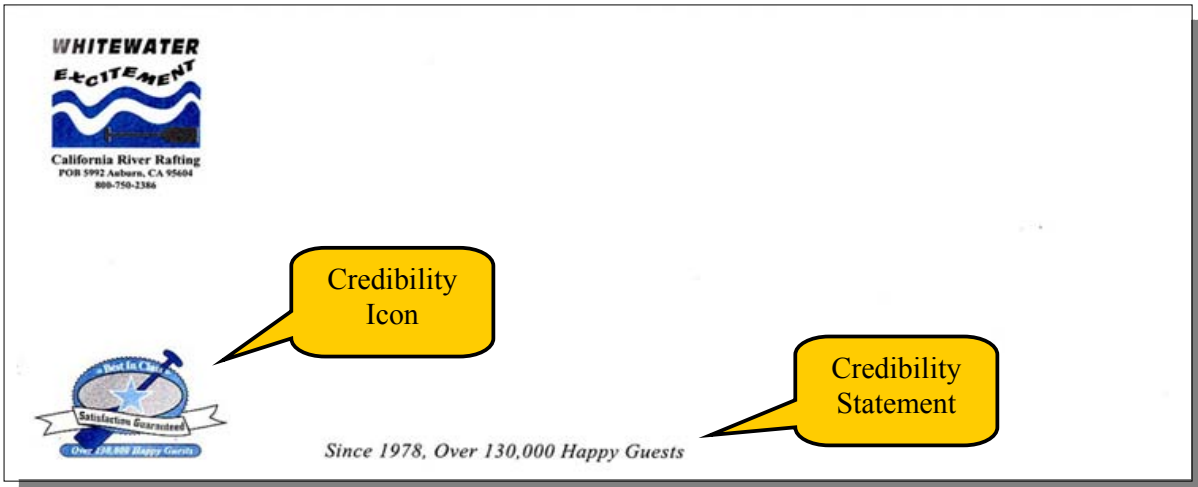
Also at the bottom, you can use membership in associations and clubs, certification and you are insured or bonded to further instill confidence in your tour or destination.

Credibility Statement

#1 Iditarod Ave. • St. Michael • Alaska • 99659 • Fax 907-923-3272

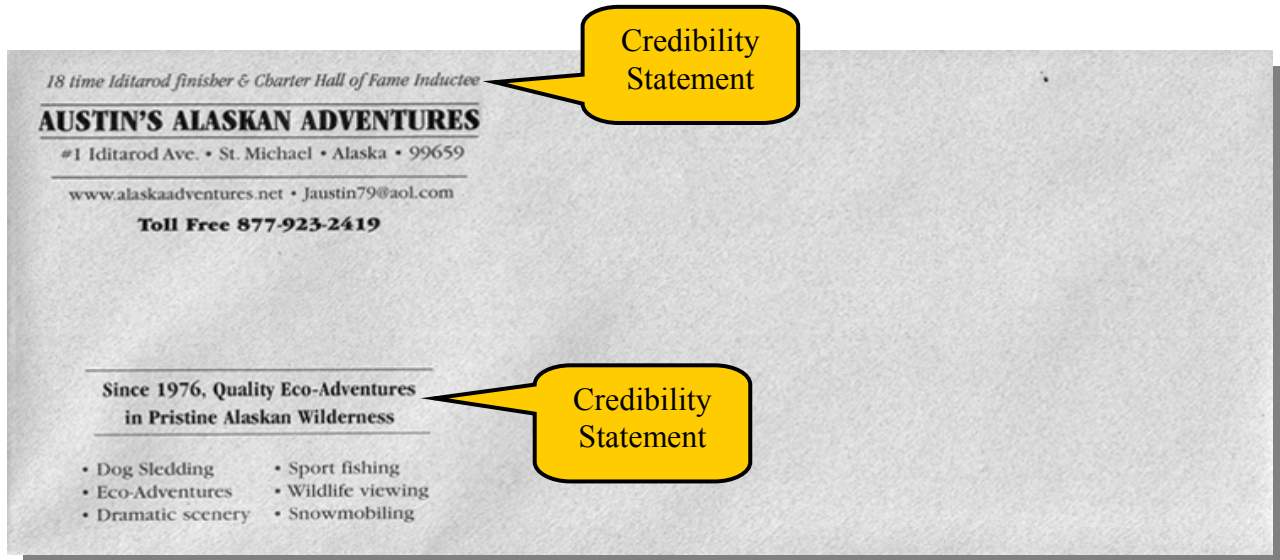
Toll Free 877-923-2419 • www.alaskaadventures.net • Jaustin79@aol.com

Alaska Visitors Assn • AK Reg. Guide #AA610 • Fully Insured • AWRTA • Mush with Pride



On the Whitewater Excitement envelope above, the credibility statement is reflected by "**Since 1978, Over 130,000 Happy Guests.**" In addition, we provide additional credibility and consumer confidence with the "**Best in Class – Satisfaction Guarantee**" icon. This takes the form of an official looking "seal". You will see this "Credibility Icon" (CI) reflected throughout the examples of tourism marketing materials. The CI is a simple, graphical way to reinforce your strengths, and adds a perceived or real endorsement. If you've won an award, use it in all your marketing materials!

With the Austin's Alaska Adventures envelope below, you'll notice we emphasized Jerry's Iditarod accomplishments and years in business:



Real Web Site Examples:

See how many credibility related statements you can find on each home page.

- <https://jimmiejackfishing.com/>
- <http://www.AdventureBizSuccess.com>

On <https://jimmiejackfishing.com/> you should find eight, and on www.AdventureBizSuccess.com you should find seven separate credibility-related statements.

Jimmiejackfishing.com - 8 credibility-related statements or images:

1. Tripadvisor – Multi-year “Certificates of Excellence”
2. Navigation link to their "Social Media Communities" - Top of page
3. Years in Business “Credibility Icon” (looks like an award)
4. Slide show full page photos: happy guests with big fish,, credibility and descriptive text
5. Credibility Statements on slide show photo: “more than 20 years and over 15,000 happy guests”
6. Welcome video from Jimmie Jack
7. Slide show: Happy guest photos and quotes – near bottom of the page
8. Social Media, Media and Manufacturer logos (endorsements)

AdventureBizSuccess.com - 10 credibility-related statements or images:

1. “Since 1994 Profitable Business & Marketing Solutions for Over 1,000 Outdoor Industry Professionals” - Upper left-hand corner
2. Nav links: Why Choose Us & Testimonials
3. Opening copy bold sub headline: Since 1994, Adventure Business Consultants
...
4. Body copy: “Since 1994, “Tourism Tim” Warren and his team has helped 1000’s of adventure travel businesses and organizations increase arrivals, sales and profits.
5. Top Tour Operator Testimonials: 3 Videos (all speak to sales, revenues or knowledge increases from working with me
6. Podcast: Own your own media channel
7. Happy Clients Project Highlights in 6 different categories and over 55 specific projects.
8. Tourism Marketing Success; Course authorship
9. Social media community links
10. World Independent Tourism Business Community

Testimonials: Get Your Best Clients Selling for You

Word-of-mouth always has been and continues to be, the best form of advertising, period! If a prospect sees a positive quote, reads a compelling story, hears or watches a client raving about their great trip, then the **Three Laws of Travel Prospects** have been addressed. Written quotes are “word of mouth” testimonials. Even more powerful are audio or video testimonials. When your prospects can hear or see your best clients’ enthusiasm about your travel services, product or destination, this is the ultimate recommendation.

Testimonials **will** turn your travel shoppers into travel buyers. Use written, audio and video testimonials liberally. You can’t go wrong. Your clients and associates can be your best seed planters, sowing the news of your wonderful trips and destinations.

Recommended Audio & Video Testimonial Technology

Best Audio & Video Testimonial Platform

Tourism Tim Recommends <http://www.audioacrobat.com>
FREE 30-Day Trial

A super easy and inexpensive online tool I have used and recommended since 1996 is <http://www.audioacrobat.com> This website provides you with your own private “testimonials phone numbers” you can give to your clients to have them call into and leave their enthusiast recommendations. You can then easily place these testimonials on your webpage with the website code Audioacrobatnow.com automatically generates for you. If you have video testimonials, you can stream them too through the player Audioacrobatnow.com provides.

Check out this episode of Tourism Marketing TV and I’ll show you how two tour operators use “word of mouth” online audio and video testimonials to get their best clients selling for them 24 hours a day, 7 days a week – and how you can easily do it too: <http://www.travelbusinesssuccess.com/how-to-sell-more-travel-with-testimonials-tourism-marketing-tv/>

How to Get Compelling Testimonials to Increase Your Sales

To make your testimonials the best, I recommend you coach your clients and ask them to share the following, in 1 minute or less:

1. Their name and where they are from
2. The trip they did with you, service you provided or destination they traveled to
3. What was their #1 best memory or most exciting part of their trip? (*Taps into their best emotions & stories*)
4. Would they recommend your trips, destination or service?

Ask your clients to keep their comments and recommendation to 1 minute or less because your prospects will not listen to or watch long, drawn-out guest comments. Use this format for your video testimonials too.

More Examples on How and Where to Use Testimonials

LA UNICA WILDERNESS RETREAT

Multi-Activity • Soft Adventure Vacations

Kayak • Hike • Whale Watch • Sail • Snorkel • Fish • Windsurf • Explore • Bird
Great Food • Small Groups • Pristine Wilderness • Natural History • Islands • Culture

"The Sea of Cortez is just about my favorite travel destination, and La Unica offers one of the best ways to experience its incomparable combination of desert terrain and abundant marine life. The mix of being pampered and roughing it a bit was just right too"

MATT JAFFE, SENIOR WRITER, SUNSET MAGAZINE

If you dreamed of a secluded, magical retreat, this is it. Accessible only by boat, La Unica (the one and only), based in the Midriff island region of the spectacular Sea of Cortez, is a rustic, all inclusive wilderness vacation perfect for couples, families, small groups and singles.

The retreat offers 10 beach-side private bungalows with bathroom, solar shower bag, comfortable cots, palm-thatched roofs, and covered decks. Lodging is built around a spacious Tahitian style "palapa" which serves as kitchen, central dining area, cantina bar, and communal lounging and game area. Laughter, sport, solitude and relaxation. An unforgettable vacation.



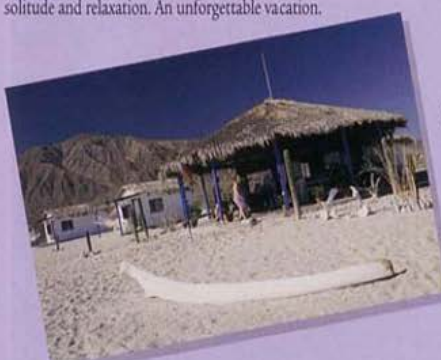


The opportunities for fun on and off the water are endless. Explore nearby untouched reefs and islands for wildlife, snorkel with friendly sea lions, dig for delicious clams. You'll enjoy our motorized skiff, an easy small sailboat, beginner & advanced windsurfing equipment, or our user friendly kayaks that are perfect for whale watching, cruising hidden coves, and discovering your own private romantic white sand beaches.

You'll enjoy authentic Mexican food, barbecue steak and chicken, and whenever possible, delicious fresh seafood, via the fun activity of fishing and snorkeling with our staff. Family style meals are well balanced and servings abundant.

LA UNICA SOFT ADVENTURE WILDERNESS GETAWAYS
DEPARTURES: Year round • 4 & 6 days starting at \$795.**

*All-inclusive with private R/T air from San Diego

*Special pricing if arriving on your own.



Testimonial From Respected Magazine

Happy Client Image



Taking a break in the South River Mountains



Wendy Crawford Cucullu and her leader Brownie

Testimonials

You Travel With Experienced Arctic guides

When you sign on you know you will be going with the most experienced team of professional mushing guides in the business. (Jerry is probably the only Registered Guide by the State of Alaska to offer these type of trips - - - license #AA-610)

Safety and experience is our middle name. Reliable snowmobiles, licensed guides and radios support your dog mushing adventure. Protected lodging is never very far. Our guests come from all over the world, from seven to seventy and total beginners to experienced. We've got two incredible, soft adventure vacations that no other mushing outfitter can duplicate.

Credibility Icon Plaque



World Famous Mushers

Jerry is the Charter Inductee to the Iditarod Hall of Fame, winner of six Sportsmanship Trophies, the original Iditarod Humanitarian Award (for care of dogs), and numerous first-place finishes in major races. Clara (along with fellow musher Ken Hamm) still holds a record over 10 years old on the Kuskokwim 300 (mile) Race for starting and finishing with every dog still in harness, dropping none in the villages along the way. This is an awesome accomplishment especially considering she placed in the money.

A memorable experience for many reasons: the dog mushing, meeting the native people and making new friends. Thanks for letting us into your life for a week.

Erna & Mark, California

I can't even begin to thank you for the wonderful time. It has re-shaped my thinking in numerous ways. Everyone has been completely jealous of my trip and the stories.

Kim Sawyer, Colorado

By the end of the first day I already got my money's worth. The rest of the trip was all a bonus, I'll be back.

Roy Swafford, California

JERRY AUSTIN

Because of your heroic efforts, a fellow musher is alive today. The Iditarod Sled Dog Race was founded on the belief that the challenge against nature in some of the most rugged terrain in the world is the ultimate in adventure. Your actions went beyond the challenge of nature. Your unselfish act to save a human life exemplifies the unique person you are.

THE IDITAROD TRAIL COMMITTEE SALUTES YOU. MARCH 1989

Vast caribou herds were awesome as was the beauty of the country and Clara's superb cooking.

Rupert & Anita, Hong Kong

If we just stay in Alaska with the Austins do you think they will ever find us?

Chris & Amy Crouch, honeymooners
Naval Intelligence, Spain

Spectacular Scenery • Pristine Wilderness • Wildlife • Solitude

Testimonials

The South Fork of the American River is one of the most popular rafting trips in the country—fun for the first-timer or veteran, and great for the whole family, too! With its origin high in the desolation wilderness of the Sierra Nevada mountains, the South Fork has over 50 major rapids in its 21-mile stretch from near Placerville to Folsom Lake. There are a variety of different trips on the South Fork.



One-Day Trips

We offer three different one-day trips, each offering different sections of the river and river miles. All trips, except the half-day trip, include our famous riverside buffet lunch at our own private spot on the river. Also, we'll have an ice chest full of cold drinks and snacks

waiting for you on the bus ride back to the meeting point.

The Whole River Trip

This trip covers the entire stretch of the South Fork, 21 miles, all in one day! Do you want to spend the whole day on the river? This trip is a good choice. It starts early in the morning at Chili Bar and ends late in the afternoon at Folsom Lake. Rapids like "Meatgrinder," "Triple Threat," "Troublemaker," and the American River Gorge await you on this exciting trip.

The Gorge Run

Starting off with some mild bouncy rapids, and even a swim through "Floater's Rapid" (if you wish), this section of the South Fork then builds and enters the American River Gorge, where rapids are almost non-stop from the beginning to the end.

The Chili Bar Run

Beginning our run at Chili Bar and continuing 10 miles down to our base in Coloma, this action packed run starts off with a bang. Six miles of non-stop rapids such as "Meatgrinder", "Racehorse Bend", "Maya" and the Famous "Troublemaker" rapid await you. Lunch is included!

Half-day Special

For those short on time, our half-day special are for you. We run either a morning trip on the upper section of the river from Chili Bar to our camp, or an afternoon trip from our camp to Folsom Lake. Both trips cover a little over 10 miles and are only \$69 per person, Monday through Friday.

Two-Day Trips

How does this sound? Spend two days of rafting, two nights of camping out, and enjoy five gourmet meals, all at our own private campground right on the river. Well, this is what is in store for you on our two-day trip. You'll raft the "Gorge" section of the river your first day, and the "Upper Section" on the second day.



1-800-750-2386 www.whitewaterexcitement.com



To the Management at Whitewater Excitement:

Just want to say Thanks for the Great Day Whitewater

Rafting! We were in Steve's boat on Saturday and had a terrific time. Thanks

Steve, not only did we have a great time but always felt safe with his abilities to get us

through any obstacles. He had a great personality and got us

psyched up for the day. Thanks and we hope to see Steve when we come again next year.

Bill, Debbie, Frank, Linda, and little Christina!



Helpful Tips for New Businesses

If you are just getting started in your tourism business, here are some helpful tips to communicate your personal and /or staff experience:

- Even if you have had no clients, add up your personal experience providing the expertise in your activity or region, i.e. *"Over 14 years, Canadian backcountry experience"*
- Add up your collective team or staff experience providing the expertise in your activity or region, i.e. *"Over 35 years, ocean kayaking expertise"*

Summary of Part 1 – The Credibility Statement[®]

- Communicates your company's level of experience, credibility and safety.
Should be used near the top of your marketing message.
- Written testimonials and media recognition should be earned, asked for and used from happy guests.
- Use your collective professional and life experience, awards, recognition, licenses, certification, etc. to build and support your Credibility Statement.
- Evolve your credibility statement as you earn more happy guests, recognition, media exposure and awards.

Part 2: The Defining Headline[©]

What type of trips you offer or specifics about your region

Frequently, I see outdoor tourism professionals put the name of their business as the dominant graphic, right on top in an ad, tradeshow booth, web site or brochure. I call these "So what, who cares?" headlines. Big mistake. Unless you're Coca-Cola, most prospects aren't going to recognize what you do or what your destination has for them from the name of your business.

At certain locations, like the home page of your web site, it may be more appropriate to make your company name the central copy feature of the layout (see previous example of Mariah Wilderness Expeditions on page 11).

In most other places (see the yellow-shaded example below), presenting your information so prospects can quickly determine if you offer what they want will yield much greater sales. This would be a better strategy to express what you offer at the top of your brochure, ads, tradeshow booth, flyers, etc. Note how it quickly defines what it is this tour operator does. The headline of Mariah Wilderness Expeditions tells us they only do wilderness expedition. This D/C statement was designed to showcase their white water rafting operation.

Since 1982, over 72,000 Happy Guests

Whitewater Rafting Wilderness Adventures

Seven Exciting Rivers in California & Oregon

**½ to 7-day trips • Beginner to Advanced • Family Trips • Team Building • B&B's
Catered Camping • Guide School • Private Groups • Women's Tours**

**Excellent Guides and Equipment • Spectacular Scenery
Outstanding Customer Service**

In the example above, the company name **Mariah Wilderness Expeditions**, would be at the bottom or side of the ad, tradeshow booth, and flyer or on sub-pages of their web site. Travel prospects are looking for an activity, region or experience that will guide them to you if your defining headline appeals to their desires, feelings or images. This is your hook, and should be graphically the biggest part of your marketing message.

The following D/C Statement showcases a new start-up project that had yet to finalize their new business name. We then had a great opportunity to make the new business name and defining headline (highlighted in yellow) very descriptive too. This is an exclusive home stay high in the mountains of Panama.

Tropical Vacation of a Lifetime

Panama Highlands Guest Hacienda

Panama Highlands near the Pacific Ocean

Exclusive Soft Adventure Homestay

**Culture • Spectacular Wildlife, Birds and Plants • Unparalleled Scenery
Upscale Homestay • Deluxe Safari Camping • 4-6 Guests • Custom Tours**

**Gold Seal Safety • Excellent Guides
Personalized Customer Service • Great Food • All Inclusive**

We also added a secondary descriptive headline for the company: "Exclusive Soft Adventure Homestay"

Their business name, combined with the secondary descriptive headline, meets the criteria of quickly describing their upscale soft adventure guest hacienda in the mountains of Panama.

Web Site Examples

Here's an example of double headlines: www.alaskaadventures.net

- Austin's Alaska Adventures [primary descriptive headline]
- Western Alaska Near Nome & The Artic Circle [secondary Location headline]

Gary Scott with Right Path Adventures uses secondary headlines right on the photo slide show that are descriptive and credibility-oriented to promote his new Dolomites, Italy walking tours. The text on the images was an add-on to the website that I recommended after it was launched. How's his site converting? Gary's first season in the Dolomites is almost sold out. He's thrilled of course. Great job, Gary!

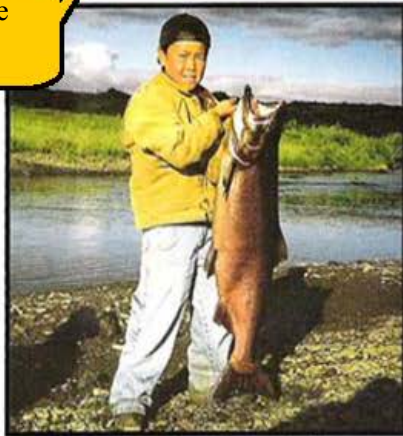
Here's another bonus video for you: A 15 minute video review I did on Gary's new Dolomites website on how to make it sell more effectively. You should check it out:

<http://www.travelbusinesssuccess.com/internet-tourism-marketing-website-tips/>

Here is a very descriptive headline that has no mention of the company's actual business name at the top of the page:

Super Affordable Trophy Sport Fishing

Descriptive
Headline



Tony Austin holding a BIG KING



Outside Golsovia lodge with Jerry, Walt and Jim Austin.

Why hundreds of happy travelers choose us

I come back every year mostly for the great fun we all have. The small number of guests always makes things personal.
Wes Osburn, OH

I caught over 100 fish with one lure I made myself!
Steve Huber, CA

This is the single most perfect river for flyfishing I ever found.
Rolli Greer, NJ

Musber Jerry Austin



- World-class clear stream fishing
- Better Alaskan values don't exist
- Five superb species
- Incredible privacy & solitude
- Expert guiding & instruction
- Beginner - experienced fishing
- Superb home-cooked meals
- Wildlife viewing - lots of bears
- No fly-outs / no aircraft
- 6 person maximum with 3 staff
- Families always welcome
- Beachcombing & birdwatching
- Fish 1/2 minute from lodge
- Set your own schedule
- Freezers
- Showers & flush toilets
- Wildlife viewing tower
- Unbelievable fun for kids

I've fished with the Austin family and staff for years, kings to silvers and everything in between. I've brought business groups as well as my family. This is a unique experience way beyond fishing.
Bob Wagstaff, WA

We come back every summer for the great flyfishing and the companionship of the Austin family and staff.
Flip & Sue Wilson, OH

I've never caught and released so many fish in my life.
Owen Royce, WI

Fishing Alaska!



Austin's Alaska Adventures is located in St. Michael, on an island looking over the Bering Sea. Come see the Last Frontier, Alaska. You'll be glad you did!



Descriptive
Headline
With
Location

#1 Iditarod Ave. • St. Michael, Alaska 99659 • Toll Free 877-923-2419 • Fax (907) 923-3272
King • Silver • Chum • Pink Salmon • Arctic Char

How a Defining Headline Improves With Time

One of my early projects as a tourism business and marketing consultant started with my brother Kevin and his company, Baja Air Ventures, around 1989. Baja Air Ventures used to specialize in fly-in, safari-style, small-group surfing expeditions in remote locations of central and southern Baja, Mexico. His only focus was promoting surfing.

His surfing customers frequently use to ask him “We love the fact you can fly us into such remote and beautiful Baja locations so quickly, but don’t you have something for our non-surfing spouse, girlfriend, family or friends to do?” Being good marketers and giving them what they asked for, we have since created several other non-surfing tourism options, including launching a soft eco-adventurer wilderness retreat called La Unica Wilderness Retreat on the Sea of Cortez, Baja Mexico.

His brochure initially used his business name as the headline (before I learned the secrets of writing better marketing copy):

Baja Air Ventures

This is a “So what, who cares?” headline. It tells the reader nothing. We might as well have had a headline/company name that said:

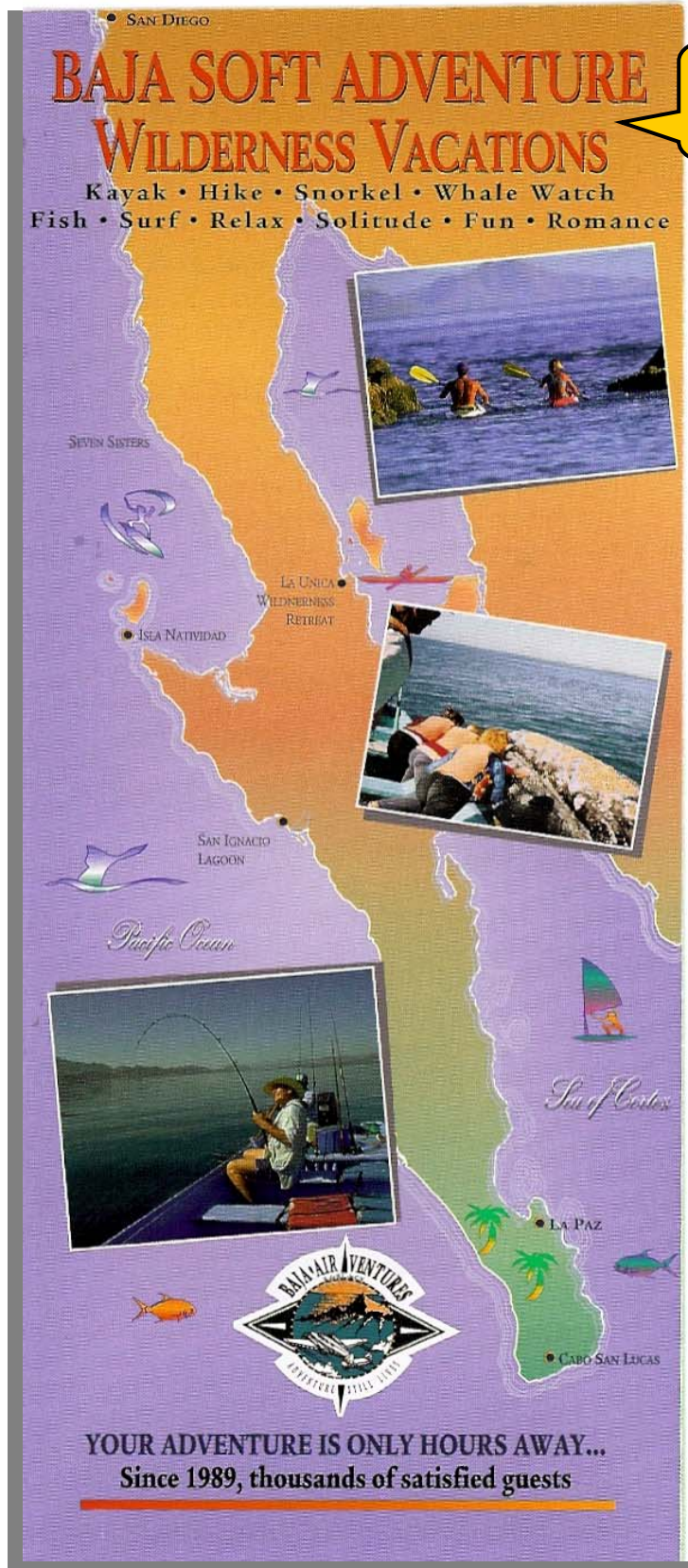
Kevin’s Baja Trips

In the early 90’s, the brochure headline evolved to:

Baja Surfing Expeditions

Many years later, he is no longer is just a surfing tour operator, but he is still focused on Baja tourism, adventures, and taking guests quickly to remote locations.

Baja Air Ventures' defining headline is shown here on the front cover of his most recent brochure:



Defining
Headline

Clearly, Baja Air Ventures' tourism products have evolved, and so has our marketing message. Between the company name at the top and the company logo at the bottom is a cool map and pictures of guests engaged in the activities he's promoting.

Summary of Part 2 – The Defining Headline[©]

- The defining headline quickly communicates what types of trips you offer or specifics about your region
- It doesn't use your business name or region name unless it is super descriptive
- It is okay to use your business name sometimes if you support it with a secondary descriptive headline
- If you don't hook customers immediately with a super descriptive headline of what you do/where you go/what's in it for them, your tourism prospects will never read on to find out who you are
- If they don't read on, i.e. open your brochure, you probably will not grab their interest enough for them to call or email you
- If they don't call or email you, you lose potential sales

Part 3: The Location Statement[©]

Where you operate your trips or promote tourism

Frequently, a tourism prospect is seeking and choosing a vacation destination more by the region or country than the activities they will do. This is pretty straightforward if you are providing tourism vacations to a specific region, for example: Baja, Mexico.

If you are fortunate enough to be promoting and selling a destination or region that has earned a positive international and established “*brand*” or image via successful destination marketing and media exposure, then the power of your Location Statement is much better.

It can get a little more complex if you are offering travel options in many locations that are not well known, or the market perceptions are vague or incorrect. The location statement, like the other three steps of the D/C Statement, is to be used everywhere. The Location Statement has extra power in the super-competitive tradeshow environment. Here you have thousands of potential consumers for your tours or destination, walking up and down row after row, seeking great vacation options.

Research studies have proven that you have a mere 3-5 seconds as these prospects walk by your booth to communicate where you go and what you have to offer them. Did you make a clear and positive impression? Chances are, the consumers are already overwhelmed and you lost your chance.

If your tradeshow booth’s dominant graphics and copy said:



L & K Fun Trips

Followed by many small pictures and supporting copy, these prospects wouldn’t have a clue where you go and what you do. Unfortunately, this is something I see the majority of the time with tourism tradeshow exhibitors, and they often spent thousands to exhibit there. What a waste of time and money.

If you want to improve and super charge your tradeshow’s effectiveness then check out 7 Secrets to Trade Show Marketing Success, a free, hour-long group webinar you can watch on your computer: <http://www.travelbusinesssuccess.com/7-secrets-to-travel-trade-show-marketing-with-travel-marketing-bonus-free-webinar>

The following location statement highlighted in yellow not only tells people the general region you travel to, but also offers more specifics on the countries that highlight your travel destinations.

The following example allowed us to combine the specifics of the location statement with the power of a super clear Defining Headline and secondary headline, which also supported the Credibility Statement.

Since 1994, Specializing in Vacations of a Lifetime in East Africa

EAST AFRICAN SOFT ADVENTURE CULTURAL & WILDLIFE TOURS

Tanzania • Uganda • Zanzibar • Kenya

The Best of Africa that 99% of Tourists Miss!

**Authentic African Culture • Spectacular Wildlife • Unparalleled Scenery
Lodge, Homestays & Deluxe Safari Camping • Small Groups • Custom Tours**

**Your Safety is our Top Priority • Excellent Guides
Outstanding Customer Service • Great Food**

This D/C Statement in a tradeshow environment would probably position the business name to the side and below the Defining Headline. The owners of Another Land have done a great job combining the D/C Statement we created for them into a powerful collection of clear, concise and compelling marketing materials. Also, having just listened to their great outgoing phone message at Another Land, I can see they are successfully applying the D/C statement everywhere. Good work!

Web Site Examples

Here are some examples that should be helpful. Don't forget to go back and look at all the Location Statements in previous D/C examples in this book.

<https://alaskantour.com>

<http://discoververacruztraveltours.com/>

Helpful tip if you are promoting a not-well-known or misunderstood region

Focus on the activities or the features of the region or country. For example:

***Earth's Best Unspoiled Wilderness*
UNTOUCHED CULTURE • AUTHENTIC ADVENTURE
MONGOLIA**

Summary of Part 3 – The Location Statement[©]

- Use it to communicate quickly where you operate your trips or promote tourism. If your business name incorporates a location, that is even better, i.e. **Panama Highland Guest Hacienda.**
- Your location statement and supporting regions should also be reflected in your key words of the HTML coding of your web site. This helps the search engines more accurately index you.

Special Readers' Note:

If you haven't started building your D/C Statement using the accompanying worksheet provided, stop, go to page 55, print out the worksheet, and go back and create some draft D/C Statements integrating the first three steps. The blank worksheet can be printed out and used over and over as needed.

Part 4: Descriptive Text[©]

- **Key benefits the prospect can look forward to**
- **Duration of the trips and/or size of groups**
- **Variety of offerings, activities & difficulty**
- **Level of comfort and accommodations**
- **Any other details that sets you apart from competitors**

The descriptive text role is supportive to the other three parts you have carefully put together by now. Once a consumer is clear on:

- What you offer
- What destinations are you promoting and traveling to
- Key information to qualify and sell them on their benefits of traveling with your company or to your destination.
- The safety of your company, operator or destination (this bullet can replace the one that follows)
- You are a safe operator or destination.

The prospect needs more descriptive information that educates them on the details of what you are promoting and is it a good match for them? They need to know that they will have a good time, their life will be enhanced, and they are making a wise travel purchase. If the guest is not qualified for the trip it will ruin their trip, the other guests and the guides trip too. Meaning, they weren't adequately informed, educated, prepared or physically able to do your trip or destination.

Descriptive Text is Critical

Imagine the following common scenario: A prospect is quickly attracted to your destination and company's level of experience from your marketing message. They seek a weeklong soft- adventure with deluxe hotel accommodations. So the prospect calls your toll-free # or e-mails you - great.

Although you've got great credibility and your traveling to where they want to go, your marketing message failed to clearly communicate that you only offer camping accommodations, outhouse toilets and two-week advanced treks. You may spend lots of your resources and their time sending brochures and trying to sell an unqualified prospect via e-mail or phone. This is a waste of time and money. Having prospects tell you "No", is almost as valuable as a "Yes." Often promoters and suppliers of adventure travel, Eco-tourism spend tons of money and time sending expensive literature, and spending valuable time on people who may not be solid prospects.

Note: the highlighted text in the example below is considered Descriptive Text

Join 18-Time Iditarod Finisher & Hall of Fame Inductee Jerry Austin

ALASKAN WILDERNESS SLED DOG TOURS

Drive Your Own Team of 5 to 8 Friendly and Experienced Dogs

**All-Inclusive Week-Long Soft Adventures • Beginner to Advanced • Small Groups
Snowmobile Trips • Lodge and Catered Camping • Sport Fishing • Wildlife**

**Excellent Dogs & Equipment • Spectacular Scenery
Outstanding Customer Service**

Descriptive text must address:

- Duration of the trips and/or size of groups
- Variety of offerings, activities & difficulty
- Level of comfort and accommodations
- Key benefits the prospect can look forward to

Use super short phrases of information about your trips or destination:

- Difficulty
- Segment of the tour tourism market you are offering – adventure, Eco-Tourism, cultural, nature, etc.
- Accommodations
- Duration of trips
- Is this large or small group?
- Camping, rustic lodge or deluxe resort
- Additional activities
- Type of scenery
- Additional amenities
- Food
- Customer commitments
- Equipment
- What makes you different?

If you can't summarize this in two to three lines, you may be offering too much or need to work on condensing your words. Also, notice that I usually frame the third line of Descriptive Text in a separate box and/or with another color. This allows the eye to more easily to assimilate the information, without overwhelming the reader with too much information in that section.

CALIFORNIA'S ORIGINAL AND BEST CHRISTIAN RAFTING COMPANY



Descriptive Text

**Look inside to see what's New,
Exciting and Fun for Christian
& Youth Group Fellowship in
the Great California Outdoors!**

- ✦ **RAFT 4 FREE - 15TH ANNUAL YOUTH DIRECTOR'S RAFTING TRIP!**
- ✦ Seven fantastic Christian rafting and kayaking trips for all ages
- ✦ Spring break 3-day rafting and camping specials
- ✦ South & Middle Fork of the American River dueling river combo camp & raft
- ✦ New deluxe bathrooms, hot showers, horseshoe and volleyball court on the best private wilderness campground on the American River. Your group will love it!
- ✦ Merced River trip - world class excitement only 5 hours from LA

✦ Christian Rafting Specialists - Since 1978 Over 130,000 Happy Guests ✦

Descriptive Text

Whitewater Excitement, Inc.
P.O. Box 5992 • Auburn, CA 95604
800-750-2386 • info@whitewaterexcitement.com

**For Great Deals & Specials
Go Online at
www.whitewaterexcitement.com**

PRSRT STD
U.S. Postage
PAID
Permit#25
Auburn, CA 95603

Why Choose Us?

- ✦ Best value & pricing
- ✦ Certified river guides
- ✦ Best alumni discount
- ✦ Great customer service
- ✦ Top-of-the-line equipment
- ✦ Christian owned & operated
- ✦ Incredible & abundant meals
- ✦ Best campground - American River
- ✦ Private riverside group campsites
- ✦ Great church & youth leader references



**Free Rafting
Trip for Youth
Directors
Call or email
today, Space
Limited!**



1-800-750-2386

www.whitewaterexcitement.com

Descriptive Text

SURFING

Isla Natividad • Seven Sisters • Secret Spots

Small Groups • Long & Short Boards
Great Food • Solitude • Relax • Explore

"Yes!.....All to myself."

JIM STRICKLAND, STRICKLAND DESIGNS

When you arrive by air to our safari style base camp, you'll be overlooking one of Baja's most precious resources: perfect, unriden waves. You'll wake up to the thrill of howling off-shore beach breaks or points with some of the most perfect waves Baja has to offer. Baja is unmatched for consistency, variety, and sheer beauty.

Isla Natividad

Natividad Island, long recognized as one of North America's most powerful beach breaks is now less than three hours away in our aircraft. Hop out of the plane and paddle out to some of the best barrels in Baja.

DEPARTURES: May - October 4-6 day expeditions



Photo: Rob Keith

Central & Southern Baja Getaways

You can now have an incredible surf trip over a long weekend and be there in two hours. Our "ultimate off-road vehicle" will fly you directly to Baja's remote Seven Sisters region where you'll surf some classic points and even a few "secret" spots.

DEPARTURES:
November - April
4-6 day expeditions



ULTIMATE BAJA SURF TRIP: ONLY 4-8 GUEST MAX.

Starting at \$745.00* per person from San Diego

*All-inclusive with private R/T air from San Diego

WHO WE ARE

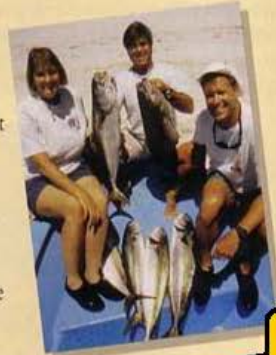
Activity & Relaxation

Boats • Water Toys • Aircraft
Staff • History • Experience

Since 1989 thousands of satisfied guests.

Boats & Water Toys

The opportunities for fun on the water are endless. You'll love our panga as you zip out to the nearby islands after huge game fish, diving in surreal waters, or viewing wildlife. A small sailboat or an assortment of kayaks are perfect relaxation and exploration.



Descriptive Sub-titles

Aircraft & Pilots

Flying in our planes is fun and every seat is a window seat. Baja AirVentures is experienced in flying Baja and has an excellent safety record. The aerial views of Baja are fantastic! We are a fully licensed and certified FAA operator. All flight crews are professional, commercially rated pilots with extensive flight experience.

Descriptive Sub-titles

History & Staff

The idea came about when Kevin Warren, a sportsman and surfer with over twenty-five years experience exploring Baja, began flying friends to remote surf spots throughout the peninsula. Word of mouth spread about these one of a kind trips, and Baja Air Ventures S. de R.L. de C.V. was launched in 1989. A majority of our business continues to be referrals and repeat guests. Our Mexican staff is dedicated to providing you with excellent service, friendly smiles, delicious fresh food and a cultural slice of Mexico.

"Kevin, was not only a thoroughly professional pilot, he was a totally captivating host and guide. The trip down (and back) was spectacular, the scenery will never be forgotten. What I enjoyed most of all was the solitude".

GIL SPERRY, PRESIDENT, SURF & SHORE CASTERS ASSN.

Notice the descriptive text in the following advertising examples' rough draft layouts
Mushing Magazine Ad - Display:

ALASKAN SLED DOG TOURS
 Join Iditarod Hall of Famer Jerry Austin

Drive your own seasoned dog team on ancient Eskimo trails in pristine wilderness near Nome

- All-inclusive week trips • Quality equipment & dogs
- Iditarod trip • Lodge & heated tent camp • Small groups
- Spectacular scenery • Beginners welcome • Great food

Since 1976 - AUSTIN'S ALASKA ADVENTURES
 Video & Color brochure: Toll Free: 877-923-2419
 jaustin79@aol.com • www.alaskaadventures.net

Descriptive Narrative

Descriptive Text

Descriptive Text With Credibility Strung Together

Backpacker Magazine – classified:

WILDERNESS ECO-ADVENTURES

Incredible wildlife and Eskimo culture. Seven day, all-inclusive lodge trips.
 Winter dog sledding with Iditarod Hall of Fame. Austin's Alaska Adventures.
 877-923-2419, jaustin79@aol.com, www.alaskaadventures.net

Fly fishing magazine – Display ad

**SUPER AFFORDABLE
 ALASKA
 CLEAR STREAM FISHING**

- Abundant Salmon & Arctic Char
- Expert Guiding • Small groups
- Beg. – Expert. • 1 minute to stream

Toll Free: 877-923-2419 • Jaustin79@aol.com
 AlaskaAdventures.net • Brochure & Video

6-day All-incl. only \$2000

Descriptive Text

Summary of Part 4 – Descriptive Text[©]

- Gives the duration of the trips and/or size of groups
- Communicates variety of offerings, activities & difficulty
- Provides the level of comfort and accommodations
- Entices the prospect with Key benefits they can look forward to
- Express the descriptive text in two – three lines maximum
- It is a great way to help quickly qualify your offering as being what the prospective tourist is seeking.

Helpful Tips

If you are having a difficult time summarizing your tourism offer or destination, maybe you are offering too much. Many tour operators try to be too much. It's okay to have a lot of itineraries, but be sure to target the same consumer market.

Be crystal clear on:

- **Who you are**
- **What you offer**
- **And to whom you are targeting**

This will sell more trips and make you more money!

Section 4: Marketing Collateral Material with Samples

Here is where we put it all together. The following section is filled with more samples of the Defining/Credibility statement expressed in other marketing mediums.

- Study them
- Identify the parts
- Start building your own

Direct Mail Pieces

**Whitewater Excitement
A Special Thank You!**

You are entitled to our best Preferred Guest Discount
Register to
Win a FREE Rafting Trip

Benefit Statement

Special Incentive

Special Incentive

Dear rafting friends,
 It is with appreciation for your business that we send you this postcard as a gift, and a reminder to look for our 2003 rafting brochure coming soon. As a Whitewater Excitement alumni you have earned the **Best Returning Guest Discount** in the California rafting industry. Plus a chance to win a **Free rafting trip, look below.** See you in 2003!

Since 1978, over 130,000 Happy Guests
**WHITEWATER
 EXCITEMENT**
 800-850-2386

With gratitude, Norm Schoenhoff and the entire staff

Preferred Guest Discount – 1 Free for 6 (5 pay and 6 go)
The Best Alumni Discount in the Industry • Satisfaction Guaranteed!

Check out all four of our fun river trips

- ◆ South Fork American – Class III, perfect for 1st timers, deluxe riverside campground
- ◆ Middle Fork American – Class III & IV, wilderness & more thrills
- ◆ North Fork American – Class V, one-of-a kind spring run river
- ◆ Merced – Class IV, one of the most exciting trips we offer

Win A Free Rafting Trip
 Visit our web site & register for a chance to win a free rafting trip
www.WhitewaterExcitement.com

Special Offer & Call To Action

Special Offer

Credibility Statement

Descriptive Text

Benefit Statement

Call To Action



Call To Action

Benefit Statement

Benefit Statement

The best weather of the year at La Unica Wilderness Retreat on the Sea of Cortez, Baja, Mexico is fall. Perfect air and water temperature provides the ideal climate for adventure, sports, romance and relaxation. Join us this fall, save a lot of money and see why Baja AirVentures gets "Two Thumbs Up" from thousands of happy guests.

BajaAirVentures.com
 374 E. "H" St., Ste. A-221
 Chula Vista, CA 91910-7484
800-221-9283

Presorted STD
 U.S. Postage
 PAID
 Permit No. 157
 Carlsbad, CA

Credibility Statement

Credibility Statement

Travel to Baja - La Unica Wilderness Retreat for FREE*
Pay for 4, 5th goes for Free, pay for 3, 4th goes for 50% off. Pay for 2, 3rd goes for 25% off - good through 1/3/04 on 6-day trips only. Up to a \$1395 value!!

Call To Action

Descriptive Text

Fall is the Finest Weather for Baja

Defining Headline

- 16 or less groups
- Total privacy
- Boat accessible only
- Spectacular scenery
- Romance
- Fish
- Explore
- 80F air & 76F water
- Beachside bungalows
- Whale watch
- Snorkel
- Kayak
- Sail
- Hike

Benefit Statement


Win A Trip to Baja, Mexico*
 *Register at www.BajaAirVentures.com & win 50% off a La Unica Multi-sport Eco-adventure



*****AUTO**MIXED AADC 901 5-1
 TIM WARREN
 11055 DELL AVE
 FORESTVILLE CA 95436-9739

This is the new version of Whitewater Excitement's newsletter/brochure, followed on the next page by the old version. Big difference in the new layout, and it yielded great results for client.

CALIFORNIA'S ORIGINAL AND BEST CHRISTIAN RAFTING COMPANY



**Look inside to see what's New,
Exciting and Fun for Christian
& Youth Group Fellowship in
the Great California Outdoors!**

✦ **RAFT 4 FREE - 15TH ANNUAL YOUTH DIRECTOR'S RAFTING TRIP!**

- ✦ Seven fantastic Christian rafting and kayaking trips for all ages
- ✦ Spring break 3-day rafting and camping specials
- ✦ South & Middle Fork of the American River dueling river combo camp & raft
- ✦ New deluxe bathrooms, hot showers, horseshoe and volleyball court on the best private wilderness campground on the American River. Your group will love it!
- ✦ Merced River trip - world class excitement only 5 hours from LA

✦ **Christian Rafting Specialists - Since 1978 Over 130,000 Happy Guests** ✦

Whitewater Excitement, Inc.
P.O. Box 5992 • Auburn, CA 95604
800-750-2386 • info@whitewaterexcitement.com

**For Great Deals & Specials
Go Online at
www.whitewaterexcitement.com**

PRSR STD
U.S. Postage
PAID
Permit#25
Auburn, CA 95603

Why Choose Us?

- ✦ Best value & pricing
- ✦ Certified river guides
- ✦ Best alumni discount
- ✦ Great customer service
- ✦ Top-of-the-line equipment
- ✦ Christian owned & operated
- ✦ Incredible & abundant meals
- ✦ Best campground - American River
- ✦ Private riverside group campsites
- ✦ Great church & youth leader references

**Free Rafting
Trip for Youth
Directors
Call or email
today, Space
Limited!**

1-800-750-2386 www.whitewaterexcitement.com

General Information

Reservations: Call Toll Free (800) 750-2386

Reservations: Make yours early!! The first step in planning your adventure with us is to select a date(s) that your group is planning to go on. Give our office a call and see if that date is still available. If it is available let us know how many would be participating and what type of adventure you are interested in. We will then mail you out an invoice describing your trip. We will hold your reservation for 2 weeks, pending receipt of your deposit. A deposit of \$50 per person or 50% of your trip total (whichever is lower) is required to confirm your trip. Upon receipt of your deposit, a confirmation receipt and complete information packet will be mailed to you. Last minute reservations are welcome and sometimes available, please call us for availability.

Group Incentives: We offer incentives for groups of 12 or more. For each group of 12, 1 free trip is given (11 pay and 1 goes free), if your full trip balance is paid 30 days in advance. You may divide this into everyone's fee, or give it to someone that might not be able to afford it.

2001 Group Leader Planning Kit: A special package designed for larger groups is available on request that contains materials that will help you plan and promote your adventure with us. Please give us a call if you would like one.

Cancellations/Refunds: If you must cancel your reservation, a refund will be given less a \$50 per person or 50% of trip fee (whichever is less) if written notice is received in our office 45 days prior to your trip date. Cancellations made prior to 45 days of your trip, a full refund is given. Making a reservation is a special commitment, for both of us. We hold your spaces, while we are turning others away from the same date, and if you cancel at the last minute, we cannot re-book.

Responsibility/Trip Insurance: Whitewater rafting, like any sport involving the forces of nature, involves some risk. Whitewater Excitement, Inc. assumes no responsibility for injury to trip members, their personal gear, or for time and expense incurred. We, therefore, require each member to sign an ASSUMPTION OF RISK AND RELEASE FORM, prior to the trip. For minors under 18, a parent must sign the form prior to the trip. Trip accident and cancellation insurance is available and protects you against medical emergency aid or evacuation. Please call us for more information. For a copy of this form please call us and we will send you one or go online at www.whitewaterexcitement.com and click a river and out to the trip information page.

References to our Adventures

Daniel Hahn/Mark Strecker
Mission Hills Church
Mission Viejo, CA

Rudy Roberts
Visalia United Methodist
Visalia, CA

Eric Van Patten
Sonrise Christian
Auburn, CA

Cheri Selander
Christ Luthern
Garden Grove, CA

Stann Pesis
St. Pauls' Luthern Family
Carson City, NV

Naomi Smith
7th Day Adventist
Orange, CA

Whitewater Excitement, Inc.

P.O. Box 5992 - Auburn, CA 95604

(800) 750-2386 - Fax (530) 888-0634 - E-Mail info@whitewaterexcitement.com

Check out our Web Site at <http://www.whitewaterexcitement.com>



13 YEARS Committed to ...

Christian Outdoor Adventures

PRSR STD
U.S. Postage
Paid
Permit #25
Auburn CA95603

Letterhead

Letterhead

18 time Iditarod finisher & Charter Hall of Fame Inductee

AUSTIN'S ALASKAN ADVENTURES

Since 1976, Quality Wilderness Eco-Adventures

Lightning

Dog Sledding

Wildlife viewing

Eco-Adventures

Sportfishing

Eskimo Culture

Snow mobiling

History

Dramatic scenery

Rustic lodges

Deluxe camping

Great service

Small groups

Maximum letter space for writing yet loaded with important sales language.

#1 Iditarod Ave. • St. Michael • Alaska • 99659 • Fax 907-923-3272
Toll Free 877-923-2419 • www.alaskaadventures.net • Justin79@aol.com
Alaska Visitors Assn • AK Reg. Guide #AA610 • Fully Insured • AWRTA • Mush with Pride

Descriptive Business Name

Descriptive Text

Credibility Statement

Corporate Logo

Credibility Statement

Descriptive
Headline
With
Location

Descriptive
Text

Action
Activity
Photos

Action
Activity
Photos

Credibility
Statement

The brochure features a central map of Baja California with various locations marked: SAN DIEGO, SEVEN SISTERS, ISEA NATIVIDAD, LA UNICA WILDERNESS RETREAT, SAN IGNACIO LAGOON, LA PAZ, and CABO SAN LUCAS. The map is overlaid with several action photos: two people kayaking, a group on a boat, and a person fishing. The text includes a headline, descriptive text, and a credibility statement at the bottom.

BAJA SOFT ADVENTURE WILDERNESS VACATIONS

Kayak • Hike • Snorkel • Whale Watch
Fish • Surf • Relax • Solitude • Fun • Romance

Pacific Ocean

Sea of Cortez

BAJA AIR ADVENTURES
ADVENTURE SINCE 1989

YOUR ADVENTURE IS ONLY HOURS AWAY...
Since 1989, thousands of satisfied guests

Credibility Statement

Defining Headline With Location

Join 18 Time Iditarod Finisher & Hall of Fame Inductee Jerry Austin

ALASKAN WILDERNESS DOG SLED TOURS



Testimonials

Driving a team of the Austin's immaculately trained and extremely lovable huskies make me only describe the trip in superlatives. It was the most memorable adventure I have ever experienced. **Jeri Schmidt, New York**

Dare to Dream Big . . .

Imagine you're driving a team of veteran sled dogs in the last great frontier, Alaska. You see awesome scenery, abundant wildlife; moose, wolf, eagles, seals, and possibly vast herds of caribou. Magical Northern lights, frozen oceans, breathtaking mountains and tundra are all a part of your day. Sound good? Get ready to enjoy two different adventures that are in a class by themselves.



Happy Campers at Golsovia River Lodge.

Photo Of Happy Guests

You, Clara and family made us feel completely at home. We were impressed how well you handled such a diverse group. It was a great challenge that this 60 year-old really enjoyed. **Diana Bingham, Vermont**

Drive Your Own Team Of Friendly Iditarod Dogs Mush with Jerry Austin, Iditarod Hall of Fame Inductee

Dog sledding with us is fun, easy to learn, and a life enhancing experience you'll always treasure. You'll get personal training from Jerry Austin, Iditarod Hall of Fame inductee, mush your own experienced dog team, stay warm with the arctic clothing we provide, sleep comfortably in deluxe heated tent camps and rustic lodges, enjoy great meals, small groups and you'll love our friendly dogs.

Credibility Statement

Credibility Endorsement

I came to Alaska to find out if it REALLY is the last frontier. Mush with the Austins proved really is and still exists today. I had an unbelievable time! **David Hanrahan, Melbourne, Australia**

CNN Headline News & National Geographic Explorer Ranked Alaska Dog Mushing High

A recent report ranked Alaska dog mushing #3 of the top 20 adventures in the US. Join us and find out for yourself why. Everyone even goes home with a free video of your trip.



Credibility Statement

Justin high Bering Sea

Toll Free 877-923-2419 • jaustin79@aol.com • www.AlaskaAdventures.net

Gray with Walt Austin

All-inclusive Week Long Trips • Beginner - Experienced • Small Groups

Descriptive Text

Here's the 2003 version of this main brochure, followed on the next page by the 2002 brochure. Sales increased by over 30% in 2003, giving Whitewater the best year ever in their 26-year history.

Although we launched many other successful marketing initiatives, the new D/C Statement contributed substantially to their success.

Whitewater Rafting is the Ideal Fun & Quick Get-a-Way Vacation for Everyone

WHITewater EXCITEMENT
Since 1976 Over 100,000 Happy Customers

Best In Class
Satisfaction Guaranteed

Why Choose Us?

- Best value & pricing
- Certified River Guides
- Best American River campground
- Great customer service
- Top-of-the-line equipment
- Incredible & abundant meals
- Best alumni discount
- Private riverside group camp sites

OR CURRENT OCCUPANT

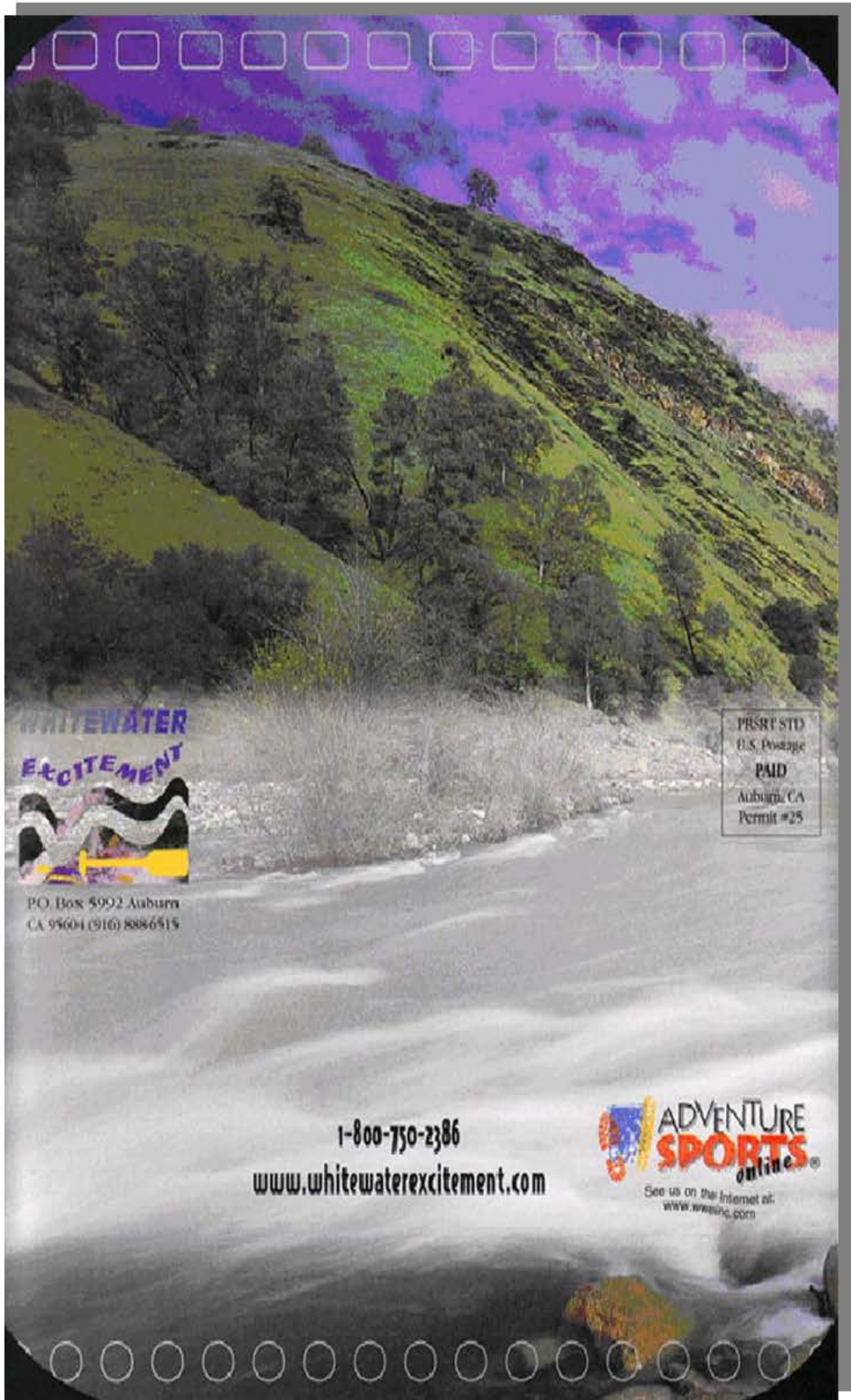
1-800-750-2386
www.whitewaterexcitement.com

4 of California's Best Rivers - Best Campground on the American River - Family & Corporate Groups
Christian & Youth Groups - 1/2-day to 3-day Trips - Trips for Beginner to Experienced

PRESET STD
U.S. Postage
PAID
Auburn, CA
Permit #25

ADVENTURE SPORTS

Callout boxes identify: Credibility Icon, Credibility Statement, Benefit Statement, Descriptive Text, and Descriptive Text.



**WHITewater
Excitement**

PO. Box 5992 Auburn
CA 95604 (916) 888-6515

PSRST STD
U.S. Postage
PAID
Auburn, CA
Permit #25

1-800-750-2386
www.whitewaterexcitement.com

**ADVENTURE
SPORTS**
online®
See us on the Internet at:
www.wsiinc.com

Envelopes

Envelopes

**WHITEWATER
EXCITEMENT**

California River Rafting
POB 5992 Auburn, CA 95604
800-750-2386

Five Star Guarantee

- * Best value & pricing
- * Certified river guides
- * Top of the line equipment
- * Incredible meals & service
- * Best campground on American River

Join us for a fun and Stress-Reducing River Rafting Vacation!

Since 1978, Over 130,000 Happy Guests

Satisfaction Guaranteed
Over 130,000 Happy Guests

Descriptive Text & Credibility

Benefit Statement

Special Credibility of Guarantee

Credibility Statement

**WHITewater
EXCITEMENT**
California River Rafting
POB 5992 Auburn, CA 95604
800-750-2386

Best in Class
Satisfaction Guaranteed
Over 130,000 Happy Guests

Since 1978, Over 130,000 Happy Guests

Credibility
Icon

Credibility
Statement

Credibility
Statement

18 time Iditarod finisher & Charter Hall of Fame Inductee

AUSTIN'S ALASKAN ADVENTURES
#1 Iditarod Ave. • St. Michael • Alaska • 99659

www.alaskaadventures.net • Jaustin79@aol.com
Toll Free 877-923-2419

Since 1976, Quality Eco-Adventures
in Pristine Alaskan Wilderness

- Dog Sledding
- Eco-Adventures
- Dramatic scenery
- Sport fishing
- Wildlife viewing
- Snowmobiling

Credibility

More Info.
Easy
Toll Free
Access

Descriptive
Summary
Headline

Descriptive
Text

HTML-Formatted E-mail Newsletters

<http://bajaair-kevinwarren-ppss.createsend1.com/t/ViewEmail/r/EA6EE3573EB3C5232540EF23F30FEDED>

<http://bajaair-kevinwarren-ppss.createsend1.com/t/ViewEmail/r/C1AA547CDDF62C672540EF23F30FEDED>

These are both for Baja Air Ventures. Notice the D/C Statements content in the newsletter at the top and bottom of the newsletter.

This is part of a search engine optimization (SEO) program that has been very successful. Each site below is optimized for different specific keyword phrases. You may have noticed the same on other sites referenced in this course:

<http://alaskatours.com>

<http://seakayakadventures.com>

Notice That The URL's Are VERY SPECIFIC and DESCRIPTIVE.

These are the very specific "themes" of each site. This allows us to quickly communicate to the reader where we go and what we do. By aggressively pursuing these same key word phrases with a well-planned and executed (SEO) program, we have earned super high ranking: Top 1 to 10 in all the major search engines.

See for yourself. Do a Google web search using the keyword phrases "Alaska Adventure Tours", "Alaska Outdoor Adventure" or "sea kayaking tours". These website are on page 1. This has yielded tremendous target traffic, lots of prospects and increased sales! Because these web sites were built using SEO and the D/C Statement principles, the sites get lots of qualified traffic. These websites compel and enroll these prospects, many of which e-mail and call for more information, and a high percentage convert to clients.

More E-mail newsletters: (web versions. Not hosted on domains)

http://www.grnewsletters.com/archive/timsells4u_225032/Lost-Campers-Early-Bird-Campervan-Rentals-Sale-on-Now-SAVE-Lots-of--461421104.html?show_schedule=yes&u=BrYAk

<http://www.California-River-Rafting.com/newsletter/newsletter-july2003.htm>

https://app.getresponse.com/view.html?x=a62b&m=FcPoI&y=I&show_schedule=yess#

Outgoing Phone Messages: Your 24/7 Salesperson

Every prospective point of contact is an opportunity to sell, including an after-hours phone recording. Please call this phone # during off-hours if you want to hear the recorded out-going message:

Whitewater Excitement - 800-750-2386 – West Coast, USA

"Thank you for calling Whitewater Excitement, your best source for 1/2 – 2 day California rafting vacations. We have over 25 year's experience, 125,000 happy guests, unbeatable pricing and the best private riverside campground on the American River. Please leave your name, number, E-mail, how you heard about us, and some good times to reach you. Be sure to check out our website: <http://www.WhiteWaterExcitement.com> for specials and more information."

Baja Air Ventures - 619-421-2235 – West Coast, USA

Web Site & Video Samples

Be sure to check out all of these web sites. They all have elements of the Defining/Credibility Statement© used in different ways throughout the site. All the Alaska web sites use video to help motivate prospect into becoming paying guests.

Listen and look for the D/C Statement info, testimonials, and images of happy guests having fun integrated in the post-production. These videos (and other marketing we have done) have contributed to this client's excellent and profitable seasons.

www.TravelBusinessSuccess.com

www.California-River-Rafting.com

www.BajaAirVentures.com

www.mariahwe.com

www.theworldoutdoors.com

www.mtsobek.com

www.AlaskaAdventures.net

www.oattravel.com

Section 5: Social Media: Tourism Marketing 2.0 Plus[©]

3 Key Social Media Sites to Get Your Clients Selling for You

What do you think is the driver behind the whole social media, Web 2.0 world? It is nothing more than word of mouth/conversations multiplied by the Internet. When you have online testimonials (recommendations or “likes”) this is “word of mouth” advertising on steroids that convert shoppers into buyers – guaranteed.

People sharing opinions, recommendations and testimonials online is the fastest-growing segment of the online world. User review and location-based sites like TripAdvisor, Yelp and Google Places are now a standard part of a travel shopper’s due diligence.

I recommend you claim or open up accounts with all three below, and make them all a part of your social media marketing to get your clients recommending for you. When you have three social media options to offer clients for their comments, your chances of getting more testimonials goes way up, because different people are engaged in different social media/review sites.

Tourism Marketing 2.0 Plus

This is a new phrase I coined that I define as “The active engagement with travel and hospitality prospects and clients, to increase both the quantity and quality of social media reviews”.

Why not help these shoppers choose you? Help them learn more about your travel offering by letting them listen to and watch your best clients enthusiastically recommend you. Make requesting comments, reviews, posting of photos from your clients a normal part of your marketing and operations – then watch your new prospects and sales conversions skyrocket. It is easy, fast, super effective.

Facebook: Although I use and recommend you use Facebook too, I purposely did not include it in this course because it does not have a specific rating system or place to post reviews or recommendations – yet. Getting “Likes” on your personal page or Fan Page should be a part of your ongoing tourism marketing and customer service follows up. Look for a special course and webinars on Facebook Tourism Marketing with me in the near future.

Search Engine Bonus: Some search engines now show client comments in search results. In fact, Google rewards you by delivering higher ranking for travel businesses that have claimed their Google Places listings.

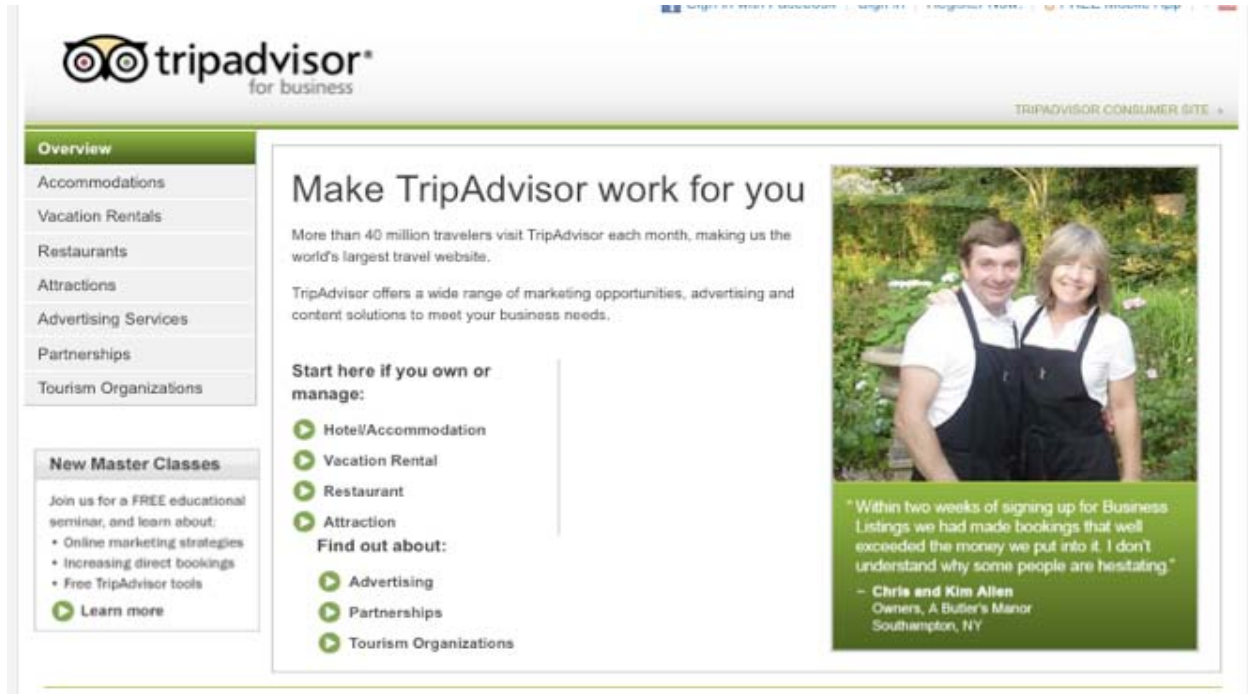
You don’t have to get involved with daily social media efforts to start to benefit. Start out by using these social media sites below and you’ll improve your prospect inquiries, sales conversion, and global and local search engine ranking too.

Special Notes:

- Be sure to use your short “Credibility Statement” in ALL your social media listings.
- If your customer service is lacking, you should also work on improving this too, or social media sites like these will hurt your business from less-than-flattering customer reviews.

Tripadvisor

Reach 40+ Million Monthly Travel Shoppers & Buyers for Free



Tripadvisor (TA) has become the #1 traveler and review site in the world. That’s why you *must* use it as part of your travel social media marketing.

It is easy to set up, free, and gives you great local advertising. Travel consumers are actively reading and posting comments, accolades and criticism on your travel options. So you better get involved. This will help you positively influence the number of happy recommendations, which will lead to more prospects and a higher sales conversion rate.

As the owner of a Tripadvisor listing, you should actively “manage your listing” and post your URL, Email address, specials, updates, photos, videos and more. TA gives you a bunch of very cool tools and a “widget” to help you showcase your reviews, your ranking and more. Check out this short instruction video with examples on how to use, set up and promote TA as part of your tourism marketing success:

<http://www.travelbusinesssuccess.com/how-to-sell-more-travel-with-tourism-social-media-marketing/>

Google Maps (formerly Places)

Client Reviews, and Increase Your Local Search Engine Results Too!

Google places

Connecting you with the places you love

👤 Rate and share places on Google



Local recommendations are powered by you and your friends
Find, rate and share places you know to discover new ones you'll love.

Start rating

📍 Get your business found on Google



Claim your business listing on Google - for free
Sign up for Google Places, or login to learn insights about your business.

Get started

The Google rush is on – again. If you have not claimed your free Google Places listing yet, you are missing out on an awesome way for your business to stand out. Google Places as a social media marketing tool rocks. It gives you for free:

- Prioritized local search results
- Map features with business pinpoint markers
- Your own customized free business listing webpage
- Ability to add photos, videos, and offers to show customers why they'll want to choose you.
- Highlight special promotions, post live updates, and respond to reviews from your places for business account.
- Learn more about your customers: what keywords they're searching for and where they're coming from.

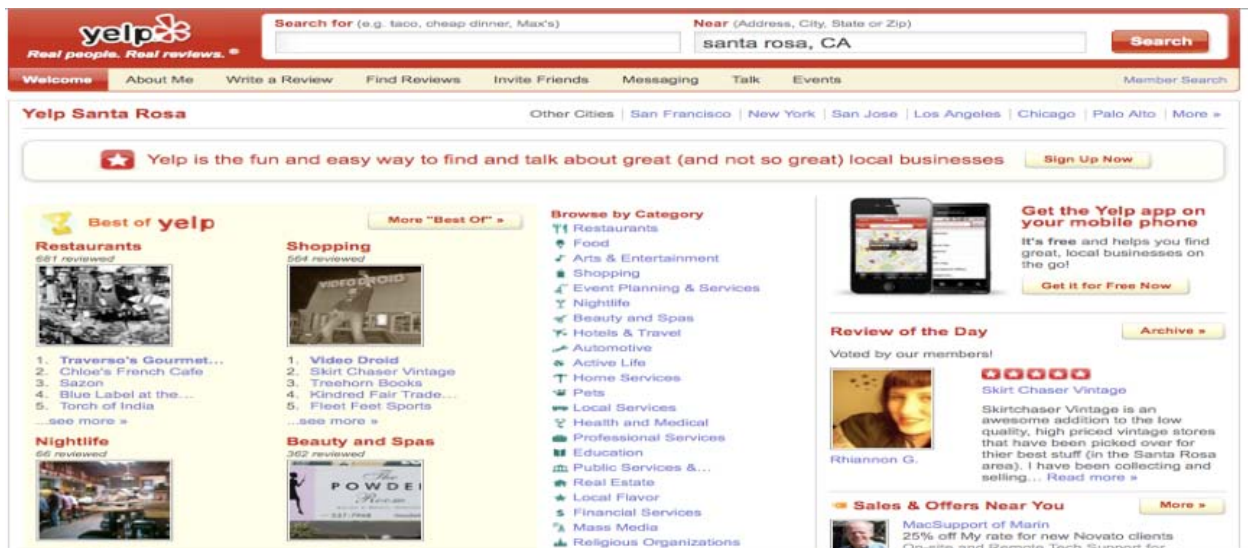
Since a growing percentage of searches are local, why not be there when they search? If you are not, I guarantee your competition will be (or already is).

Watch this short how-to video presentation and learn how to claim and optimize your free Google Places listing now:

<http://www.travelbusinesssuccess.com/google-local-listing-for-tourism-marketing/>

Yelp

Word of Mouth – Amplified



One of the many reasons I recommend Yelp.com is because it's easy for clients to give ratings, it's an active community, and it's growing FAST. Yelp is the fun and easy way travel consumers find and talk about great (and not so great) local businesses.

Yelp aims to connect people with great local businesses. And when you activate your free Yelp Business Account, it allows you to share key information with the Yelp Community, your clients and future customers.

Why is Yelp Super Important?

Size: With an Alexa Global rank of #136 and #36 in the US, and a demographic mix of highly educated, 25 – 65 year old users with high income and a higher representation of female consumers, Yelp is a social media juggernaut that is radically influencing purchase decisions of customers.

Like Tripadvisor, Yelp gives travel businesses and travel agents a free business listing where you can list multiple locations, post free advertising, photos, coupons, updates and more. Plus as a top-ranked site, you can help your ranking with a strong keyword-rich profile with links to your website.

Check out this short Yelp video presentation to learn more about Yelp and a mini-case study to see why I highly recommend Yelp to increase inquiries, sales conversions AND help your search engine "click-through rate" (CTR) too:

<http://www.travelbusinesssuccess.com/how-to-sell-more-travel-with-tourism-social-media-marketing/>

Summary: "Tourism Marketing 2.0 Plus" Turns Shoppers into Buyers

Bottom line – You can no longer afford not to be engaged in social media. Give your customer multiple places for them to make their comments, recommendations, and reviews. That way it's easier for your customer and you'll earn more positive rankings.

Lots of online reviews in social media sites will turn your travel shoppers into buyers – guaranteed! Plus, you will start attracting more sales partners or tour operators who only want to work with top-rated tourism professionals like you!

Section 6 Worksheet Guide

Below is the Defining/Credibility Worksheet for you to build your own more-powerful marketing copy. Use it over and over again and fine-tune your marketing communication.

Credibility Statement _____

Defining Headline _____

Defining Headline _____

Location Statement _____

Descriptive Text _____

Descriptive Text _____

More Descriptive Text
(If Needed) _____

Glossary of Terms

These are terms used throughout the book to define and describe key elements of the "Defining/Credibility Statement"[®] (D/C). The first four terms are the 4 foundational elements to powerful D/C Statements. These are THE building blocks to marketing messages that sell. Most other terms are sub-elements of the 4 foundational components of your D/C Statement. Use them properly and prosper.

1. **Credibility Statement** - Your level of experience, credibility and safety
 - a. Credibility Icon/ Endorsement - Your level of experience, credibility and safety represented graphically as an award, certification, seal or medal
 - b. Testimonials from guests - Your level of experience, credibility and safety via a written or verbal quote from clients and visitors
 - c. Testimonial from travel professional or media – same as above, but travel professional or media have even more credibility
 - d. Happy Client Image – Credibility, safety reflection with type of clients you can attract represented in image

2. **Defining Headline** - What type of trips you offer or specifics about your region
 - a. Descriptive Headline with Credibility – Integrates detailed information with elements of safety, security and/or endorsements

3. **Location Statement** - Where you operate your trips or promote tourism

4. **Descriptive Text** -
 - a. Key benefits the prospect can look forward to
 - b. Duration of the trips and/or size of groups Variety of offerings, activities & difficulty
 - c. Level of comfort and accommodations
 - d. Any other details that sets you apart from competitors

5. **Benefit Statement** – A "What's in it for you" offer or incentive

6. **Special Offer/ Incentive** – Value-added bonus or discount to move prospects to become guests and visitors

7. **Call to Action** - Time sensitive invitation or incentive. Action-oriented language

Website Review, Customer Appreciation Specials, Etc.

Website Review by Tim Warren – Limited Time Offer

If at the time of your purchase of the Tourism Marketing Success Course, the option of having Tim Warren review your website was part of the limited time offer, please read the following paragraph:



Website Review is Step #7

I want you to get the most out of your video-recorded 1-on-1 consulting session with me. That's why it is important that you have gone through the entire **first 6 steps** of the course and thoroughly understand the strategies outlined in this course. Also **before meeting, you need to have completed the worksheets** with drafts of your best efforts communicating your D/C Statement. Even better, you have your D/C Statement worksheet completed *and* you have incorporated it into your website, which we will review together. That way we can focus during your session on refining your website to maximize your marketing message and sales conversion.

When you have studied this guide, watched all the videos, and listened to all the audio seminars of the first 6 steps of this course, have completed drafts of your D/C Statement, and/or your website draft is done, please e-mail your worksheet to me (as a Microsoft Word document or PDF) along with your website address to TimSells4U@AdventureBizSuccess.com. I will then schedule a Skype consulting call with you.

Did You Miss the Special Consulting Bonus? (Save US\$901.00)

If you missed the limited time offer to get one-on-one coaching on your website marketing message, contact me to see if a private consulting session is available.

Private coaching sessions with me normally start @ US\$1300 a month, 3 month minimum. But since you are a Tourism Marketing Success course member, I am delighted to offer you a video consulting session with a video recording to review your website for only US\$399. I am committed to helping you apply this powerful concept to earn more prospect and make more sales.

Customer Appreciation Special Savings - Future Special E-books, Courses & Webinars for your Tourism Business Success

As an owner of one of my courses or student in our webinars, you are entitled to our preferred client discounts. All our online or phone workshops and special reports are totally dedicated to helping you create more success in your tourism business or destination: sales, marketing, e-marketing, management, operations and planning. We will notify you by our e-mail newsletter of new courses, classes and communities guaranteed to improve your bottom line.

Special Savings on Coaching, Consulting & Mastermind Groups (Beyond 1-Time Website Review) (Save 100% of Your Investment in this Course)

If you decide you want more success and profits in your tourism business and retain Tourism Tim Warren or are accepted into his Mastermind groups, **100% off this Course will be credited to your first 3-month invoice.**

Again thank you very much for your purchase of this course. Please let us know when you add your D/C Statement concepts to your web site. Maybe we will add you as a good example of tourism marketing in our next revision of this course!

Continued Professional Development

I highly recommend you subscribe to and listen to my podcast [Travel Business Success](#) frequently.

I share best practices of thought leaders in tourism marketing, travel business and hospitality careers. Since 1994, I have been teaching you how-to start, grow and succeed with your travel business and career with success stories and expert interviews. Discover how profitable tour operators, travel agents, lodges, hoteliers and DMO's worldwide use tourism marketing, social media, internet marketing and more to increase bookings and arrivals.

Listen today to get ACTIONABLE tips and learn new SIMPLE and EASY strategies to improve your travel business success – and your bottom line! Find show notes and special listener bonuses at <http://www.TravelBusinessSuccess.com>

- [Itunes subscription](#)
- [Stitcher \(Android devices\)](#)
- [Google Play](#) (Search for Travel Business Success)

