



PASSPORT



TourTexas.com

*Your passport to
more visitors to
your Texas destination*

AN UNMATCHED WEB SITE FOR TEXAS TRAVEL

Today's travelers want detailed information before choosing their destinations, and more and more of them are turning to the Internet as their primary source. In 2005, 47% of leisure travelers booked a reservation on the Internet, according to the *YPB&R/Yankelovich National Travel Monitor*.SM That's a nine percent increase from 2003, and the trend will only continue.

TourTexas.com is a one-stop Web experience designed for travelers interested in the Lone Star State. In 2006, we drew 1.9 MILLION VISITORS searching for destinations, attractions, accommodations, interactive maps, and regional events — 666,549 of whom requested brochures from their destination/attraction of interest.

Our visitors can become your visitors.

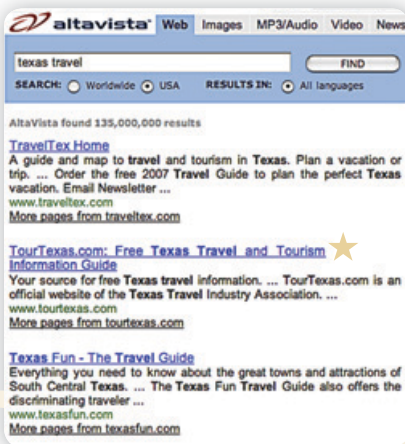
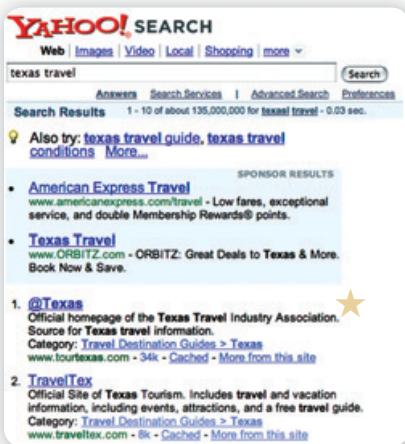
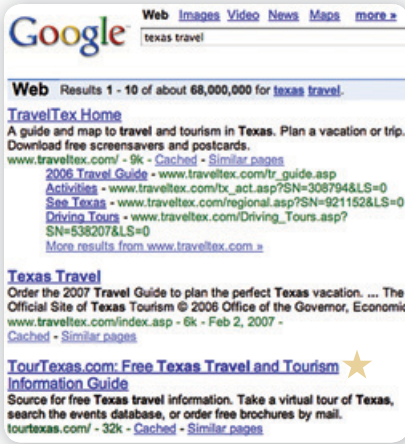
WE'RE AT THE "TOP" OF THE SEARCH ENGINE GAME.

If you're like most travel marketers, you work hard to ensure your Web site is found among the thousands of other travel sites. Like most, you've probably also discovered that doing so is tremendously difficult. How can you make your Web site visible to masses? How can they find YOU?

TourTexas.com is how.

Our site is consistently in the TOP THREE SEARCH RESULTS (non-paid) on Google, Yahoo!, AltaVista, and Ask.com search engine sites. And, if government agency sites are excluded, TourTexas.com is NUMBER ONE in search results — providing high-profile exposure for all of our advertisers.

Put simply, more exposure creates more interest in your destination.



See for yourself: results from Google, Yahoo!, and AltaVista.com search engines using the keywords "texas travel" (without quotation marks). (Feb. 2007)



your passport to more visitors

WE CAN — AND DO — DRIVE QUALIFIED LEADS TO YOU.

By teaming up with TourTexas.com, you can maximize your market share on the Web — with a low CPM and high ROI. Generate literally THOUSANDS of highly-qualified leads with our Instant Action program. This interactive response-generator is a two-way information exchange. Here's how it works: When your listing is selected, the user receives your brochure and information. Then, the user's data (e-mail address and/or postal address) is captured and sent to you via weekly e-mail messages. The data is sent as a CSV file, so you can easily BUILD YOUR OWN DATABASE of highly-qualified leads.

It's truly limitless marketing potential.

WE'VE GOT THE FASTEST LEADS IN THE WEST.

Not only can visitors request more information from you via postal mail, they can have instant "destination gratification." We've updated our site to keep pace with the on-demand, digital world. TourTexas.com now offers visitors free, immediate access to the information they want. One click next to your listing gives them the option of receiving your brochure as a PDF — directly in their browser or via e-mail.

OUR VISITORS CONVERT — AND QUICKLY.

In a February 2007 survey of TourTexas.com visitors, more than 78% plan to travel within the next six months, and 48.4% of those surveyed plan to travel DURING THE NEXT 90 DAYS!

Shall we send 'em your way?

★ OUR STATS ★

In 2006, TourTexas.com had **1.9 million** visits.



We had **1.1 million** unique visitors in 2006.



TourTexas.com visitors requested **666,549 brochures** in 2006.



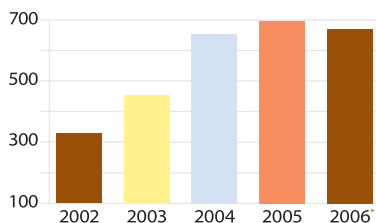
We had **5.2 million** page views in 2006 — an average of 3 page views per visitor according to Alexa.com.



TourTexas.com is the **third-most visited** Texas travel/tourism Web site **on the entire Internet!** (The first two sites belong to state agencies.)

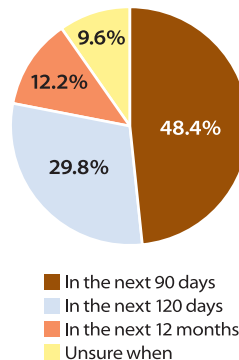


Brochure Requests on TourTexas.com
(in thousands)



** The very slight decrease in 2006 is attributed to the implementation of a new brochure request system, which provides more targeted/qualified leads for you.*

TourTexas.com Visitors Who Plan to Visit Texas
(1,000 Web site visitors surveyed)



◀ **By the numbers:** brochure requests from Web site visitors are approaching the 1 million mark (left), and more than 78% of visitors to our site said they will travel within the next six months. (Feb. 2007)



★ CONTACT US ★

Phone & Fax

713-942-7676 ext. 10
 800-383-7677 ext. 10
 713-942-0277 (fax)



World Wide Web

www.TourTexas.com
 Type "texas travel" in any search engine. We'll be near the top.



E-mail

sales@TourTexas.com



Offices

AJR Media Group
 Houston | Dallas | Austin



TourTexas.com

DON'T TAKE OUR WORD FOR IT.

We must be doing something right — OUR RENEWAL RATE IS 99%. Here's what a few of our very satisfied customers had to say about their experience with advertising on TourTexas.com.

"TourTexas.com has long been one of our most cost-effective marketing vehicles. The COST PER LEAD IS LESS THAN A PENNY PER INQUIRY and enables us to capture a diverse database through a strong partnership with our fellow destinations."
 —Judy Young • New Braunfels CVB

"We receive hundreds of inquiries each month through TourTexas.com. The leads are generated consistently each week in an easy-to-use format. Our inquiries come from all of Texas, the U.S., and the world. TourTexas takes steps to remove 'junk' or 'spam' entries and makes the necessary changes to keep the information clean as technology advances. They make themselves available to answer questions, listen to our input, and even note changes we need made to our information. Advertising on TourTexas is a standard item in our budget."
 —Sudie Burditt • Kerrville CVB

"TourTexas.com has been one of the MOST SUCCESSFUL MARKETING TOOLS we have used to reach the traveling public. We are consistently pleased with the response we get from the site from visitors who are interested in the Lake Conroe area."
 —Danielle Scheiner • Lake Conroe Area CVB

"Amarillo has been a partner with TourTexas.com for nearly 10 years. During this time, the LEADS HAVE ALWAYS RANKED IN THE TOP THREE OF ALL LEADS we receive, and they are pre-qualified for our city. Customer service from TourTexas.com is outstanding as well."
 —Jutta Matalka, CTP • Amarillo CVB

