

Europe for Visitors

europeforvisitors.com

*An editorial travel-planning site
for readers who are deciding where to go
and how to spend their money in Europe.*

The screenshot shows a web browser window displaying the website <http://europeforvisitors.com/>. The browser's address bar and tabs are visible at the top. The website's header features a navigation menu with links for [Countries](#), [City Guides](#), [Hotels](#), [Transportation](#), and [All Topics](#). A prominent advertisement for ItaliaRail is on the left, with the text "Go Anywhere by Train in Italy" and "8,000 Trains Per Day on ItaliaRail.com". The main content area is titled "Europe for Visitors" and includes a photo of a dining car. Below the photo is a caption: "Photo: The dining car of the Lusitania Comboio Trenhotel, a night train between Lisbon and Madrid." The main text area contains several sections: "Pastéis de Belém, Lisbon" (describing a bakery-café), "Articles Index" (listing hundreds of guides and articles), "Money-Saving Tips for Americans" (discussing currency exchange), and "European Travel News" (mentioning hiking and cycling tours). A sidebar on the left contains "Booking Tools" with a map, "Hotels in Europe" (comparing hotels and rentals), "Sightseeing Tours" (book city tours), "Short-Term Car Leases" (Peugeot and Renault), and "Rail Travel" (check train schedules). On the right, there is an advertisement for Icelandair with the text "AND TAKE ADVANTAGE OF A FREE ICELAND STOPOVER FOR UP TO SEVEN NIGHTS AT NO ADDITIONAL AIRFARE!" and the Icelandair logo. The footer of the browser window shows the URL <http://www.google.com/>.

Europe for Visitors europeforvisitors.com

- Online since 1996 (as “govenice,” “goswitzerland,” and “goeurope” at The Mining Co./About.com 1997-2001)
- At the Europeforvisitors.com domain since 2001
- 6,000+ pages of professionally-written editorial content (mostly “evergreen” articles and guides that are updated as necessary)
- Typically 300,000+ UVs per month (varies by season) *
- 1-1.5 million editorial page views per month *
- Approx. 41% U.S./Canada, 19% UK, 40% other international readership *

* source: Google Analytics
(server logs show 500-600,000 UVs/month)

“Best of the Web”

- *Forbes*

“Best of the Web: 54 Online Travel Sites to Bookmark Now”

- *Washington Post*

“If it’s in Europe, chances are you’ll find it here.”

- *Time (International Edition, Asia)*

Europe for Visitors europeforvisitors.com

Represented by Travel Ad Network

- TAN also reps Lonely Planet, Rand McNally, Rough Guides, Dorling-Kindersley, the European Travel Commission, and other major corporate-owned travel sites. (Europeforvisitors.com is one of the few non-corporate sites represented by the Travel Ad Network.)

Our site attracts advertisers such as:

- Major airlines
- International hotel groups
- National tourist offices and DMOs
- Cruise lines
- International car-rental firms
- Tour operators

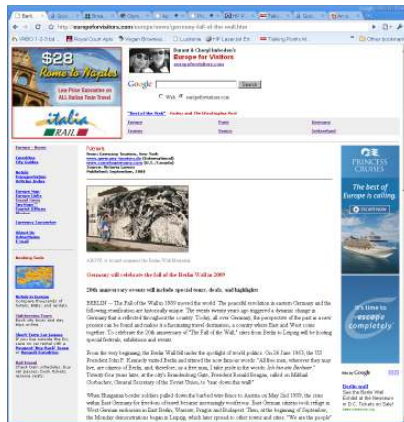
Steady ad-revenue growth, even in the current economic environment

- CPMs have reached \$15 for some targeted campaigns—a figure that demonstrates the buying power of our active travel audience.

Europe for Visitors europeforvisitors.com

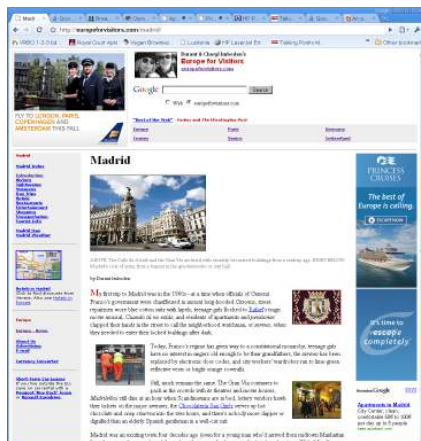
Coverage opportunities for DMOs and travel vendors:

- Press releases in our “European Travel News” and “European Cruise News” sections:



Berlin's “Fall of the Wall” anniversary (German Tourist Board)

- In-depth “evergreen” editorial coverage based on our destination travel and cruising:



Madrid travel guide



Go Barging cruise review

Europe for Visitors

europeforvisitors.com

Press trips

We participate in two types of press trips:

- Group trips
- Individually tailored trips

Previous trip sponsors (partial list):

- Bavarian State Opera
- Eurail - Netherlands Tourist Board
- Fundación Destino Madrid
- German Tourist Board (2 trips)
- Go Barging - European Waterways Ltd.
- Historic Highlights of Germany (3 trips)
- Historic Royal Palaces, London
- Hurtigruten - Innovation Norway
- Mondo Maratea, Italy
- Munich International Airport - Bavaria Tourism
- Peter Deilmann Cruises
- Oceania Cruises
- Silversea Cruises (2 cruises)
- Stockholm Visitors Board
- Switzerland Tourism (2 trips)
- Tourist Office of Spain
- Viking River Cruises
- Visit Portugal
- Windstar Cruises

For more information, or to e-mail press releases with JPEG photos for our "European Travel News" and "European Cruise News" sections, please contact:

Durant and Cheryl Imboden
Europeforvisitors.com
3325 Dupont Avenue South
Minneapolis MN 55408-3515 USA
+1 (612) 824-3659
e-mail: durant@europeforvisitors.com
Web: <http://europeforvisitors.com>

Europe for Visitors europeforvisitors.com

**An editorial travel-planning site
for readers who are deciding where to go
and how to spend their money in Europe.**

