

## Testimonials

Nadra is the founder of an Internet Based holiday and travel web site know as Safarisonline - [www.safarisonline.co.uk](http://www.safarisonline.co.uk) who specialise in Safaris to East Africa. Below is her testimonial about what she has to say about the Travel Advertising web sites, and how they improved her business.

"When I was approached by Travel Advertising who asked me to get involved in thier free trial of holiday web sites I was a bit sceptical, as there were may travel sites on the internet. I had tried a few others and the return hadn't paid off. Anyway I decided as it was a free trial I would give it a go.

I posted my holidays on the travel advertising web sites and was pleasantly surprised to see enquires coming through on a regular basis.

I began to sell more holidays and the when the trial ended, I decided to sign up for all the sites at the special offer rate. The results have been great with good conversion ratios and my cost of advertising has paid off.

I must emphasisthe holiday sites are only enquiry engines, so all they do is bring qualified enquires to you, it's your job to get back to the customers who have enquired for your holiday and convert them. I like the feature that I can set expiry dates for all my holidays that I post and also allocate unique reference numbers so I know which holiday the enquiry is for and it is very easy to add holidays on the sites, including pictures and travel details.

Then all you do it sit back and let the internet do what it does best - find your holidays ! Good Luck and happy posting !

PS You may want to contact me at [nadra@safarisonline.co.uk](mailto:nadra@safarisonline.co.uk) if you want to add African Safaris to your portfolio that we specialise in."