



Travel Indus

delivering choice and transaction technology
that connects the travel industry with the media industry

The media industry is in serious trouble. Consumer media consumption patterns are changing rapidly. Media consumption is drifting away from traditional media. From general to specific target group media. From traditional to digital. They see the information consumption of their target groups become more and more specific and more and more digital. Therefore the media industry search hardly for effective conversion models from their current traditional (print and broadcasting) communication to new digital (internet sites, newsletters and narrowcasting) communication, keeping them (or bringing them again) in the middle of the communication stream of their target group. Getting digital media consumption time of their target groups is what matters for the future.

The media industry is searching hardly for additional income sources that can compensate declining subscription and advertising income. Subscription income is heavily under pressure by large supply of subscription free media. Advertising income is heavily under pressure by the enormous possibilities for advertisers to communicate with specific target groups.

Become again in a centre position in the media consumption of their target groups and getting a share of the spendings of the served target groups are the two new holy grails for the media industry. The traffic and the piece of the transactions.

The travel industry has one mayor advantage: Western people spend 10% of their income to the travel industry. This is such a huge part of global economy. Many economies depends on tourism and the travel industry facilitates work possibilities to an enormous number of people.

The travel industry faces some severe difficulties: 1) the margins on the masses focused products are very thin 2) the risks of masses focused products are also high 3) the internet is over the transactions from the expensive street outlets 4) internet based transactions has a very low cost price per transaction 5) society becomes and more fragmented 6) market share of specialised products is gaining 7) more product with less turnover 8) exposure is mayor part of travel industry 9) focus on big volumes of less products is outdated 10) focus on small volumes of much products is learning process 11) dynamic packaging by XML is on its way to the market 12) investments in technology rises to highest levels ever 13) investments in marketing rises to highest levels ever 14) new market parties take large market shares 15) current management must choose for future developments in a current organization.

The travel industry must reform their selves on products, marketing, location of transaction: a very complicated process. Having the right technology has become the mayor corporate facet in the travel industry in their survival strategies.

Travel Indus deliver technology that bridges the travel industry with the media industry. It gives both parties that what they want: The media industry an additional source of income (a piece of as much as possible transactions or spendings of the by them served target groups) and the very much needed conversion from traditional to digital. Plus they get in touch with a sector of the economy (specialised travel agencies) that handles 50% of the travel turnover, being 50% of 10% (which is travel total) is 5% of the economy. On the other hand the travel industry gets free exposure of their specific not mass products, and only have to pay for this exposure when a transaction is made. This exposure model is the only healthy business model for the travel industry. So Travel Indus forfills the needs of both industries by offering them bridging or connecting exposure/choice/transaction technology.

The low barrier availability of the advanced travel/media technology of Travel Indus plus her marketing, exposure and knowledge support opens possibilities for new market enterers and market converters

(current businesses who choice for an internal digital start-up that suites the actual and new market developments). Both starters and converters can acquire an front- and backoffice environment with a production price of more than E 3 million for just a relatively small investment. New starters in the travel market like expats, immigrants, own business starters of better described as franchise takers likes the fact that they can start a (bilateral) business focused on a geographical area, social activity (like golf, dart) or social group (like lesbians, catholics). They get instant (allotment, choice, transaction, payment) technology, instant exposure deals, instant purchase deals, the only thing they have to do is making their own specific purchase deals, placing the content and forfill the transaction.

Travel Indus supports them not only with technology and deals, but also with knowledge by training. By the segmentation of information streams and by the power of the Google search engine (both content and adwords) new enterers can have just the traffic (and so the transactions) they want in a very short time. Add to this the use of the media deals made by Travel Indus and starters find in Travel Indus not only a technological, but also a marketing partner. Technology and marketing are growing more and more similar together. Facilitating the exposure, the choice and the transaction play the central role in the function of Travel Indus.

What are the perspectives? The business model of Travel Indus is capable of taking a large market position in the travel industry. Just because it facilitates perfect the current fragmenting development of the travel market, something the current dinosaurs of the travel industry are not capable to do.

Travel Indus will skip the entrance fee for media and fully focus on transaction fee income. Than the sky the limit in terms of traffic. Each voluminous media than will install the /travel concept. This will give such a huge traffic stream on the engine and therefore on the connecting travel parties.

For market enterers there will be always a small but functional barrier. They can not add direct something to Travel Indus (like the media can in terms of traffic), and they need lost of support. The small functional barrier is concentrated on support. Support has it cost price and therefore support has to be paid. Travel Indus tries to lower the barrier so much as possible, but Travel Indus never invest just in the blind support costs to a new wannabee entrepreneur in the travel industry.

Travel Indus delivers a central technological model and support. Therefore it can be used or implanted everywhere in the world by everyone who want to build a company in the travel industry. The business model is international: it duplicate itself on its own all over the world by being a travel related and supported model. Travel Indus can play a role in spreading the tourism load on larger area's and also in developing environmental friendly tourism income for development needed rural area's both in developed and developing countries.

Travel Indus has with the combination of the travel industry with the media industry really a super USP at hand. In Holland the first media contracts are signed. When skipping the entrance fee most each high volume medium wants instant a /travel connection behind their site.

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