

# Travel Trends

## New Site Helps Make The Connection

(NAPS)—The best trips make direct connections—including a direct connection between tour operators, destination specialists, hotels, lodges and B&Bs and the travelers who need their services.

Travelers find that when they deal directly with destination specialists, they get more detailed information which allows them more control and offers them more options. Detailed information can help improve the quality of the travel experience and make it easier to tailor.

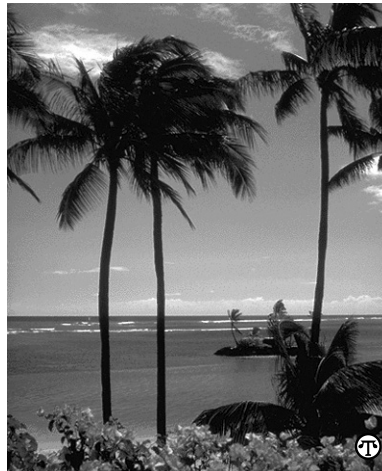
The innovative site, TopTravel Sites.com, now offers such small businesses direct access without the time-consuming and expensive interference of advertising or any other middlemen.

Because the site has no advertising, visitors don't linger there. A Go Direct(ory) sends them directly to the service providers they choose—and that can be good for business.

If you have a travel-based product to sell—an underbooked or highly specialized tour, a travel deal or a vacancy in your B&B—this site makes it easier to connect your business with the people who are shopping for specialized destination services or a quality exotic or domestic travel experience.

Experts say there's a huge potential for return in small businesses where one vacancy can have a far larger effect than it might in a large hotel.

The site is also a very effective way to connect the traveler with destination or travel agent specialists, who are often well acquainted with what an area has to offer because they are based there or have undertaken specialist training for the specific destination or travel activity.



**Destination specialists have found an innovative way to directly connect with travelers.**

This has become an increasingly popular option for travelers who want to see destinations from an insider's point of view—something local travel agents may not be able to help them with. The site is a win-win situation for travel specialists and travelers alike.

Since the site does not rely on advertising, it asks service providers for a \$100 fee that entitles them to list three destinations and last-minute deals. Such a fee can quickly be recovered if a guest books a weekend stay in your lodge that's suddenly available because another guest cancelled his reservation.

### **Last-Minute Travel**

Besides the Go Direct(ory) advantages, there's a free Travel Insider newsletter offered at the site, which also informs visitors about travel deals. The newsletter has 20,000 subscribers. For more information, visit [www.TopTravelSites.com](http://www.TopTravelSites.com).

### **Did You Know?**

The best trips make direct connections and that now also includes making a direct connection between travelers and such service providers as tour operators, destination specialists, hotels, lodges and B&Bs. An innovative site now offers such small travel-based businesses direct access to the people who need them, without the time-consuming and expensive interference of advertising or any other middlemen. Because the TopTravelSites.com site has no advertising, visitors don't linger there, but are sent directly to the service providers they choose—and that can be good for business.