

New Online Classified Ads Site for Land Based Travel Agents

Land based travel agents provided with online platform for posting travel deals. Business model provides land base travel agents opportunity to compete with large online travel companies.

November 28, 2007 (FPRC) -- Purple Monkey e-Publication teamed up with Travel360degrees.com to develop a Travel Only - Classified web site, that serves the needs of land based travel agents, online.

The easy to use site allows travel professionals to post travel deals, upload images of themselves, as well as images of destinations, receive online feedback and communicate with people who want more travel information. The site provides a link directly back to the travel agent's email or web site and provides a place for the travel agent to put address, telephone and other contact information.

Each classified ad page is like an e-travel brochure that the travel agent can use to promote a destination or travel service.

Travel Agents can post as many deals as they like. There is no charge to post deals and each post increases the number of links back to the agent's own site.

Travel360degrees.com published travel information, online for over 10 years before teaming up with Purple Monkey, e-Publication to come up with a way for travel agencies to compete, online, with larger travel web sites.

The CEO of Travel360degrees.com, Cassandra Ingraham has expressed hope that travel agents will embrace the opportunity, and plans for future ad campaigns to attract more visitors in the coming months.

Ms. Ingraham, says she feels badly about how travel agents were used for years and then replaced by the airlines with direct booking, online.

Ms. Ingraham went on to say, "Of course the airlines have made choices based upon the bottom line and now land based travel agents must learn to include the online community in their marketing efforts."

Contact Information

For more information contact Sandy Ingram of Travel360degrees.com / Purple Monkey e-Publication (<http://www.travel360degrees.com/cgi-bin/classified/classified.cgi>)
510 264-0502

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