

## Executive Summary

taCONNECT supports and strengthens sales & marketing efforts to Travel Advisors. It's the most efficient solution to maintaining and growing high-quality, data-rich Travel Advisor databases.

It's a complementary solution designed to maximize our partners' overall Travel Advisor investment pre and post engagement of travel trade advertising, consortia programs, seminars, webinars, internal marketing communications and sales calls.

Our delivery of intelligence-driven information and qualified leads to our partners' Travel Advisor databases is completely unique in the travel industry and offers them a clear advantage over any business not using taCONNECT.

**taCONNECT, a division of Travel Relations LLC, offers a unique sales, marketing and trade database solution that no other company can provide for these reasons:**

- taCONNECT has direct access to detailed Travel Advisor information via the taNETWORK. Contacts must validate their information within the last eight months, delivering the most current information in the industry.
- taCONNECT is the only travel trade technology platform that can deliver the right type of leads for our partners' business or destination.
- taCONNECT is the only system that provides real-time automated contact updates coupled with expanded business insights that are streamed directly into our partners' databases for ultimate efficiency and unprecedented insight into each contact.
- taCONNECT's Email Marketing service is the only service in the industry that can purge partner Travel Advisor contacts from the distribution list, guaranteeing 100% NEW audience reach.
- taCONNECT offers unique engagement services that greatly improves our partners' sales and marketing efforts and measure their effectiveness.
- It's a turnkey solution that requires little to NO effort from our partners' sales & marketing teams to maintain.