



Dear Member

Accountability and low cost advertising are key considerations in a recession

This month we advise you to make sure any advertising you do is accountable especially in challenging economic times. We offer you a very low cost advertising deal on Leisurebrokers to help you along the way.

With the winter sport season about to begin in Europe, we showcase two members who offer some innovative holidays for

those who enjoy outdoor pursuits including the unusual mix of skiing and dance.

Finally, we remind you about our Leisure Connections facility which allows you to link and network with other members.

We welcome your comments and feedback about this newsletter or indeed about the site. [Click here.](#)

The Leisurebrokers Team

LEISURE CONNECTIONS

A FREE service exclusive to our members

Leisure Connections is a simple idea that delivers increased hits to your profile page on Leisurebrokers with a minimum of effort.

In these days of networking you can create your own links to other members on Leisurebrokers and the good news is that you don't have to be a technical genius to connect up.

Simply login and find a profile you want to link to and click on 'connect to this user'. This generates an email to the chosen member who can decide to accept the link or not. The accepted link to your profile then appears on your fellow member's activity page.

For example, if your activity is in Cape Town you may wish to connect to other members in your local area to create a small leisure network. **Go connect!**

MEMBERS OF THE MONTH

The Ski & Rock Co., UK

When you mix Ski and Rock, you may think about mountainous skiing adventures. Well, in the case of The Ski & Rock Co. you would only be half right. That's because the 'Rock' in this company name stands for dancing lessons for a unique holiday experience that combines outdoor activities with dancing lessons.

This is the brainchild of Peter Kershaw who created this unique experience in 1996. Peter is experienced in a variety of outdoor activities and has acted as a coach for both skiing and wind surfing as well as sky diving. He has been involved with teaching Salsa and Modern Jive for many years. It seemed an obvious step to combine all of these activities together for one enjoyable experience.

At the end of each holiday, everyone is invited to the Farewell Party where they get to show off those newly acquired dance moves. Visit www.skiandrock.co.uk



Snowkite Lessons, Switzerland

No-one quite knows the origins of snowkiting. Its roots can be traced back through three different directions: the development of snowboarding, the creation of the foil kite, and the ever-growing popularity of kiteboarding.

Leisurebrokers member, Swiss Snowkiting School, is perfectly located in the calm surroundings of The Alps on the Simplon Pass (Matterhornstate) in Switzerland. The Swiss Snowkiting School will take you through the basics, step by step, giving you important advice on the moves and on safe practices for yourself and those around you.

The manager and instructor Pascal Nessier has been teaching the art of snowkiting since 2003 which is about as much experience that you can get in this very new sport. If you have the stomach for heights and new experiences then this is the place for you Visit [www. Snowkiting.ch](http://www.Snowkiting.ch)

If you have a story to tell and would like to showcase your activity in future newsletters, simply **contact us**. We will randomly select from those interested.

SPECIAL MEMBERS ADVERTISING OFFER
3 Months Advertising From Only 10 GBP PLUS Free Advert Design

You still have time to take advantage of the lowest ever advertising rates on our home page.

You can enjoy 3 months advertising for as little as 10 GBP through Paypal. Simply choose the size of your advert and where you want it to appear and we'll do the rest.

For full details of our pricing, go to <https://www.leisurebrokers.com/advertise/>

Designing your own advert can be expensive but if you use our design house we will create it for free. This offer is available until 31st December 2008.

COOL HEADS NEEDED IN A RECESSION

Recent research in the USA predicts that more advertising spend will move online as recession takes hold. Why is this when all small businesses need to reduce expenses?

Online advertising is much more targeted and measurable than other traditional advertising channels, so is becoming the preferred port of call in stormy weather. By the end of 2009 online advertising in the USA will account for 10% of all advertising investment.

Some businesses are lucky enough to have loyal customers that return year after year. Our advice is to try and make contact with these proactively and perhaps offer a small added value incentive to encourage their return. In the past our articles have promoted the value of newsletters.

The rest of us have to continue to attract new customers. Placing adverts in printed publications can work but make sure you can track response from these. Online advertising does have the advantage of being more accountable and quite often less expensive and therefore less risk.

At Leisurebrokers we continue to offer some of the lowest cost advertising with the offer of getting you advert designed as part of the package to reduce expense further.

LEISURE EXHIBITIONS

Luxury Travel Expo	Las Vegas, USA	December 2008
Holiday and Travel Show	Manchester, UK	January 2009
International Jewellery	Tokyo, Japan	January 2009
Reed Gift Fairs	Melbourne, Australia	February 2009
Freeze Contemporary Art	Anchorage, USA	January 2009



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the features you like, the features you don't like. What would you like to see? Please email your comments to David at media@leisurebrokers.com.