



## Wishing a Happy and Prosperous New Year to our Members

Dear Member

As a new year begins, Leisurebrokers have reached yet another milestone. We are pleased to extend a warm welcome to [www.paradise-in-portugal.com](http://www.paradise-in-portugal.com), our 2000th member.

As always, we invite your comments and feedback about this newsletter or Leisurebrokers. [Click here](#).

This month we remind you how you can build traffic using Leisure Connections from Leisurebrokers, plus we have an article on the future of online travel and a special advertising offer for founding members.

Wishing you all a Happy and Prosperous New Year.

*The Leisurebrokers Team*

### More than 100 members use Leisure Connections

Sunrise Diving in Phuket, Thailand, is just one of 101 members enjoying the benefit of Leisure Connections. It is a ingenious idea that delivers increased hits to your profile page on Leisurebrokers with a minimum of effort.

You can create your own network of links to other members on Leisurebrokers with virtually no technical know-how. The good news is that you don't have to be a technical genius to connect up. Simply login using your login and password and when you have found a fellow member you want to link to, click on 'connect to this user'. This generates an email to the chosen member who can decide to accept the link or not. All accepted links then appear under your profile page.

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



### Members Of The Month

#### White Shark Projects, South Africa

In the early 1990s, the Great White Shark population was on the verge of extinction. Leisurebrokers member White Shark Projects was instrumental in getting the white shark protected under South African law.

Founded in 1989 as a research centre, White Shark Projects is a world leading organisation specialising in population dynamics and behavioural research. Over the years it has broadened its services to include an excellent film department, diving and viewing centre and a separate conservation and educational department.

According to White Shark Projects you are never too old to enjoy a cage diving experience. Four sisters aged from 76 to 86 recently enjoyed the experience of coming face to face with the Great White! Visit [www.whitesharkprojects.co.za](http://www.whitesharkprojects.co.za)



#### Hukawai Glacier Centre: Ice Climbing, New Zealand

The Franz Josef Glacier is widely regarded as the gem of New Zealand's west coast glaciers. Perfect if you want to experience the challenge of ice climbing.

You can find guides to take you on glacial hiking tours but for a taster of ice climbing try out the Hukwai Glacier Experience. It is the only indoor ice climbing wall in the Southern Hemisphere.

All equipment and instruction is in place for a fun and safe experience. The centre also gives you an insight to the glacier region with stimulating audio visual displays. Visit [www.hukawai.co.nz](http://www.hukawai.co.nz)

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

Assington Mill Art & Craft Courses and Clyde Sail Training Trust are two members that have taken advantage of our lowest ever advertising rates on our home page.

You can enjoy 3 months advertising too for as little as 10 GBP. Simply choose the size of your advert and

where you want it to appear and we'll do the rest.

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 29 February 2008.

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

### THE FUTURE OF TRAVEL SEARCH

Amazingly nearly 50% of all travel bookings are currently completed online. This trend was at the heart of the debate at the Search Engine Strategies Travel Conference in July this year. This revolution is set to continue. Overall, travel expenditures in 2007/8 will increase 4.4% but online travel is set to experience an increase of 10%.

The online travel industry is one of the most competitive of any and, in a market previously dominated by a few players, the rise of travel aggregator sites such as Leisurebrokers has made these sites increasingly the first point of call for experienced online travel deal seekers.

In May 2007, 46% of Internet users visited at least one travel website. That means the influence of online travel

agencies or distributors (outfits like Expedia and Orbitz) is shrinking as they turn to dominate in package sales.

In 2005, 67% of Google's travel clicks went to distributors and 33% went to suppliers (the actual tour organizer, hotel, airline, or car rental agency who provides the service). In 2006, this shifted to 57% to distributors and 43% to suppliers. This change in consumer preference is expected to continue as more and more suppliers do a better job of marketing themselves online.

Our own trend at Leisurebrokers mirrors this picture as we are seeing increasing numbers of visitors to our site searching out the travel services offered by our members.

### LEISURE EXHIBITIONS

NAMM Show For Music

Fishing, Watersports and Leisure Fair

The Chicagoland Outdoors Show

Motorcycle Exhibition Helsinki

Moscow Boat Show

Anaheim, USA

Cournan, France

Rosemont, Illinois, USA

Helsinki, Finland

Moscow, Russia

January 2008

January 2008

January 2008

February 2008

April 2008



#### E-mail a Friend

Please feel free to forward this update to other interested parties. If you have received this newsletter indirectly and would like to subscribe, please email [info@leisurebrokers.com](mailto:info@leisurebrokers.com), with "subscribe" in the title.

Finally, please tell us what you think of the newsletter...

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](mailto:media@leisurebrokers.com).