



NEWSLETTER SEPTEMBER 2008

ISSUE 6

Dear Member

**Proof That Leisurebrokers Delivers Value To You**

This month we remind you to check out how many clicks are making it through to your profile on Leisurebrokers. It is a free service that is accessible when you log in.

For those of you who know your Latin, we showcase a member that is an expert in Aurora Borealis. We also bring you a taste of extreme sport in one of the windiest places in Ireland.

Finally, we also give you a whistle stop tour to the world of online social networks and what they can do for your business.

We welcome your comments and feedback about this newsletter or indeed about the site. **Click here.**

*The Leisurebrokers Team*

**Statistics – Have You Logged In To See How Many Clicks You Have Enjoyed?**

Last time out, we launched our easy-to-view statistics on Leisurebrokers to allow you to monitor day to day how many clicks you receive on your own Leisurebrokers profile and how many of those clicks go straight through to your website.

It is amazingly easy to use and free. All you need to do is log in and you will see towards the top right hand corner of the page 'View Statistics'. Simply click on this and your stats are presented to you in simple graph format.

Remember, the clicks are monitored in real time so it really is up to the second information. In the last few months we have seen over 150,000 visits to member profiles and, incredibly, a third of these visits result in a click through to the members' main websites.

We recommend that you log in regularly to keep your profile fresh and encourage yet more traffic to your website.

**Members Of The Month****Aurora Experience, Iceland**

Have you ever heard of the celestial light phenomenon of Aurora Borealis. In classic mythology, Aurora was the Roman goddess of the dawn; while "boreal" is a Latin word, meaning "north."

To you and me they're better known as the Northern Lights.

Leisurebroker's member Aurora Experience was started by 3 Icelandic photographers: Arnold Björnsson, Jóhann Ísberg and Sigurður H. Stefnisson. Their goal was to capture the motion of the Northern Lights using their combined technical expertise.

In connection with various partners, they have successfully built a business that includes the right to publish DVDs as well as a huge amount of information, pictures, texts and research material about the Northern Lights.

Tours can be arranged for travellers as well, so if you are in Iceland for the winter season, it really is a 'must see' event. Visit [www.auroraexperience.com](http://www.auroraexperience.com)

**Irish Kitesurfing Lessons, Ireland**

Kitesurfing as it exists now was said to have been created in the late 1990s by a few windsurfers. Although in the 1970s there have even been reports of people kitesurfing with paraglider wings and surfboards.

There are several different places around the world where kitesurfing is particularly popular. Surely there is no better place than Kerry, with one of the windiest coastlines in Ireland and just 4 hours from Dublin.

What makes Kerry so great for kitesurfing is that there is a safe beach to teach on, no matter the wind direction; north, south, east, or west. So, as long as there is wind there will be a lesson...but not any old lesson because your tutor will be 3 times Irish champion Ryan Coote. Visit [www.irishkitesurfinglessons.com](http://www.irishkitesurfinglessons.com)

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**

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 30 September 2008.

**WHAT IS A SOCIAL NETWORK?**

Social networking - the phrase is everywhere these days. Blogs this. MySpace that. These new technologies have revolutionised the way we function in the 21st century. But what can they do for you and your business? A lot, actually. These sites involve way more than posting pictures online and sending messages to your friends. Online social networking sites exist purely to build relationships and in the business world this is a very important thing.

Social networking has changed the way we communicate and share information with one another in today's society. Various social networking websites are being used by millions of people everyday on a regular basis and it now seems that social networking is a part of everyday life.

The main types of social networking services are those which contain directories of some categories (such as former classmates), means to connect with friends (usually with self-description pages), and recommender systems linked to trust.

Popular methods now combine many of these, with MySpace and Facebook being the most widely used in North America; Bebo, MySpace, Skyrock Blog, StudiVZ, Facebook and Hi5 in parts of Europe; Orkut and Hi5 in South America and Central America; and Friendster and Orkut in Asia and the Pacific Islands. One of the newest is CouchSurfing aiming to connect travellers with local communities that they visit.

Social networking is a phenomenon that is here to stay.

**LEISURE EXHIBITIONS**

Imprinted Sportswear Show Orlando  
Int Caravan & Motorhome Expo 2008  
Art Forum  
Natural and Organic Products Exhibition  
Madrid Golf

Orlando FI, USA October 2008  
Birmingham, UK October 2008  
Berlin, Germany October 2008  
Cape Town, S Africa October 2008  
Madrid, Spain October 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).