

TO CATCH LUXURY TRAVELLERS FISH IN THE RIGHT PLACE



LUXURY TRAVELLERS

wedding and meeting planners are not in the click-and-book space

CLICKS

INDEPENDENT TRAVELLERS

are modestly clicky in the shrinking middle of the search/click pyramid

CLICKS
CLICKS
CLICKS
CLICKS

CLICKS

BUDGET TRAVELLERS

are extremely clicky and dominate the base of the search/click pyramid. This where your PPC money goes



CLICKS
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Smart Travel Asia takes your message straight to non-clicky luxury travellers, wedding and meeting planners and discerning consumers who want to learn more about you in a trusted source: **brand before booking**