

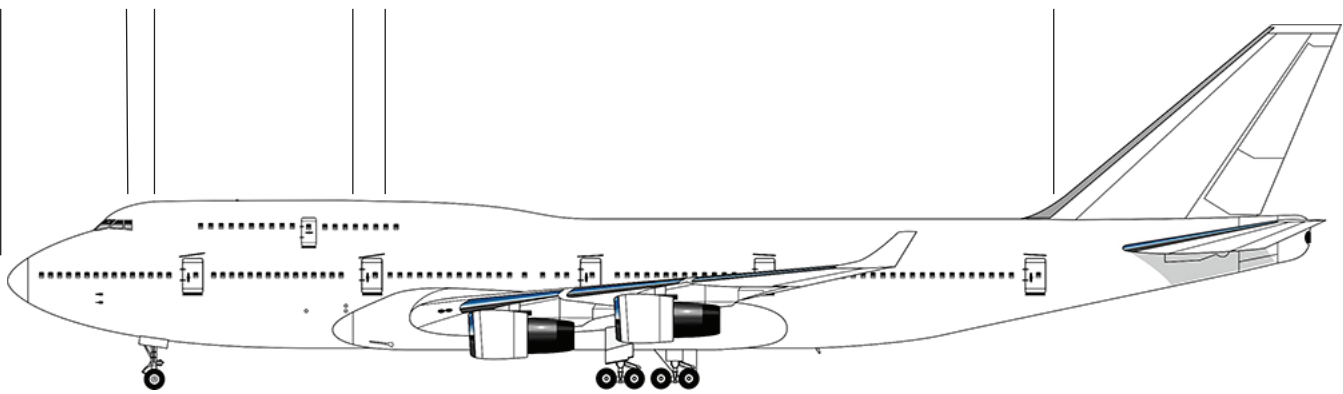
WHO ARE YOU TRYING TO REACH?

1
FIRST
Class luxury guests who can afford to pay top dollar
\$\$\$

2
BUSINESS
class, wealthy front-of-nose travellers who can afford to visit frequently and pay for your product
\$\$\$\$

3
ECONOMY class, mass media, random armchair travellers who probably lack the ability to buy your product no matter the clicks

×	\$	×	×	×	×	×	×	×	×	×	×
×	×	×	×	×	×	×	×	×	×	×	×
×	×	×	×	×	×	×	\$	×	×	×	×
×	×	×	×	×	×	×	×	×	×	×	×



Smart Travel Asia takes your message straight to high end business travellers and wealthy consumers NOT random search junkies who will click away your PPC budget in hours. Think **quality vs quantity**. It's always about who you talk to, not how many. Talk to us.