

TO CATCH LUXURY TRAVELLERS FISH IN THE RIGHT PLACE



LUXURY TRAVELLERS

wedding and meeting planners do not click and book. They respond to emotion and feelings generated by the brand. Algorithms cannot find them. This is not the PPC crowd

HUMAN CONTACT
RESEARCH QUALITY
TRUST FEELINGS
REVIEWS
BRAND EMOTION

INDEPENDENT TRAVELLERS

are modestly clicky, ask some questions and demand an attractive price



TRANSPORT OPTIONS
RESEARCH GENERAL
VALUE LOCATION
REVIEWS
CLICKS SOME QUALITY

BUDGET TRAVELLERS

click on everything, book online and go for best deals, not quality. This is the ROI PPC crowd



FUN PRICE
BIG CLICKS
STUDENT DEALS
LOCATION BLIND
QUALITY UNIMPORTANT
CROWD CHAT

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**