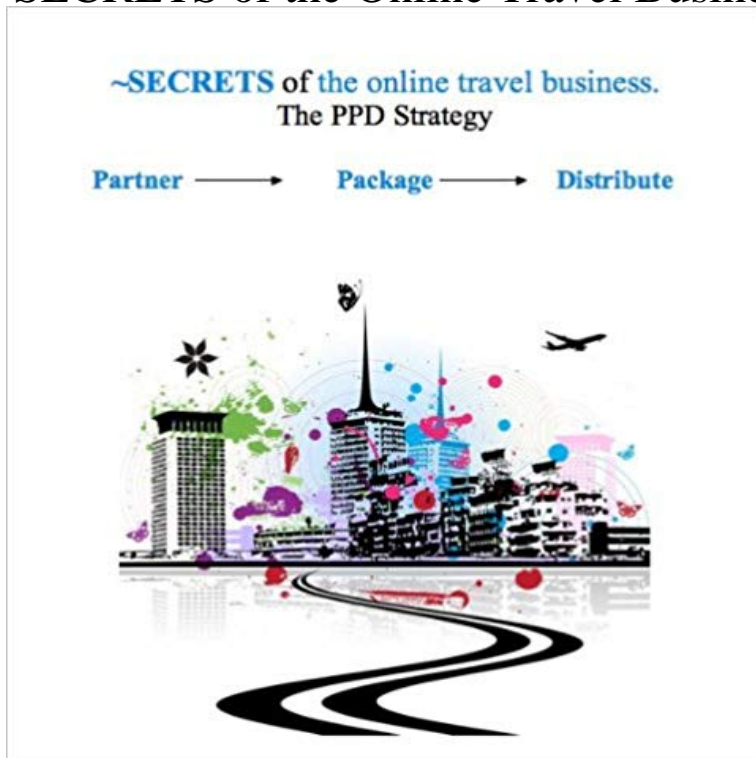


# SECRETS of the Online Travel Business



SECRETS of the online travel business is for individuals looking to start a home based online travel business, current home-based travel agents looking for ways to make more money, travel agencies looking for a new travel business model and travel professionals engaged in the online travel industry. Secrets of the online travel business centered around three core components, partnering, packaging and distribution. In the 35-page e-book, I provide insight for startups, growth strategies, and business development ideas for existing online travel businesses. The business building techniques you will read about are based on tried and tested, real online travel business experiences from my past entrepreneurial ventures. These strategies, techniques and ideas will help you to develop packaging, partnering and distribution components for your business. Throughout the report, I include tips and insight into what I believe it really takes to build, grow and ultimately sell a travel business that has real financial value. After having built and sold CollegeSkiTrips.com, a very successful home-based online travel company, I took a few years off to pursue other interests. When I came back to the online travel industry, I was amazed to find such limited knowledge and or accurate information online about the online travel business. I found the social media crowd and bloggers, with no background qualifications, offering commentary and insight into this trillion dollar worldwide industry. I read two new published books about starting an online travel business which were written by business reporters, neither of whom had any actual experience of operating a travel business. I was astonished to find only a limited number of veteran online travel entrepreneurs participating on the online travel marketing circuit. This revelation inspired me to create a true insiders e-book with revealing insights into the selling of online travel

from a home-based business. I am writing this report from a position of having expertise and experience. My wife and I built a profitable home-based online travel company from the ground up over a period of 15 years, and successfully executed the sale of the company in 2007. The story reads like an entrepreneurs dream. Build it, Scale it, Sell it. My travel business accomplishments and highlights include the following: CollegeSkiTrips.com- Online Travel Agency/Tour Operator was acquired in August 2007. I am the founder and former CEO of CollegeSkiTrips.com, the leading youth-based online ski and snowboard travel company in North America. CollegeSkiTrips.com now owned by the largest ski tour operator in the United States, Ski.com. The Yellow Breeches House, Lodge and B&B Inn- My wife and I sold the property in August 2009. I was co-owner of the nationally renowned fly-fishing lodge and bed and breakfast, located in Boiling Springs, PA. Sports Afield named The Yellow Breeches House one of North Americas Greatest Fishing Lodges. Can you really make money in an online travel business working from home? Yes, it is true. You can make money online working from home and can actually make a lot of money if you work hard, stay focused and execute. You can build a business and live the Internet lifestyle you always dreamed of by operating an online travel business. This e-book will put to rest any misgivings you may have had about starting an online travel business. I will not sugarcoat it; in fact, much of what I have to say will probably cause an up roar in some parts of the online travel industry. If you own an existing online travel business are engaged in the online travel industry, you will most likely learn a few marketing strategies that may change your business forever. If your interested in starting your own travel business after you read this book visit the Travel Business Academy, <http://www.travelbusinessacademy.com> where we are are teaching entrepreneurs how to start a travel business.

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