



Asia for Visitors

Your complete on-line travel resource for Southeast Asia

Asia for Visitors is one of the largest independent on-line travel guides to Southeast Asia. With content covering Cambodia, Indonesia, Laos, Malaysia, Myanmar (Burma), Singapore, Thailand and Vietnam, the web site contains more than 6,500 pages of information complemented by more than 5,000 photographs to help people plan their travel to the region. *Asia for Visitors* provides detailed, up to date information on popular tourist destinations as well as many “off the beaten track” locales, with step-by-step instructions on how to get there, where to stay and what to see.

Michael Holland, the Bangkok-based author of *Asia for Visitors*, has lived in and traveled throughout Southeast Asia for more than 20 years. His permanent presence in the region helps ensure that the web site is always up to date, reflecting the ever-changing travel dynamics of the region. In addition to his own web sites, Michael's work has been published in *Thai-American Business* magazine, among others, and he has spoken on the rise of Asian hospitality brands at events such as the Common Wealth forum in Taipei, Taiwan.

As of January 2011, *Asia for Visitors* received more than 90,000 unique visitors a month, viewing nearly 200,000 pages of information. Most site visits originate from North America, the UK and the region itself, reflecting a mix of users planning their vacation, along with travelers already on the road seeking information about what to see and do.

The site has achieved a high search engine ranking for many specific destinations and common travel queries, such as “weather”. In addition, social media plays an increasing role in driving traffic to the site, through such services as Twitter and Facebook.



Related Web Sites

Over 10 years, *Asia for Visitors* has grown to encompass a whole family of travel-related web sites. *Asia for Visitors* itself has several “sites within a site” where, to simplify the user's experience, large destinations have their own

The screenshot displays a typical page from the AsiaForVisitors.com website. At the top, the site's logo and tagline are visible. Below this is a navigation menu with links to various Southeast Asian countries. The main content area features a large photograph of the Baba Nyonya Heritage Museum in Malacca, Malaysia. To the left of the photo is a sidebar with navigation options like 'My Currency', 'Orientation', and 'Plan Your Trip'. Below the photo, there is a detailed text description of the museum, including its history and location. At the bottom of the page, there are social media sharing options and a footer with contact information.

A typical page from AsiaForVisitors.com

distinct navigation and in some cases their own domain names. *Thailand for Visitors* and *Bangkok for Visitors* are two examples of this.

In addition to these “sites within the site” there are several other vertically-focused related sites within the *Asia for Visitors* family:

Chieng Fa Travel Journal

This “blog” style site carries travel news, information about up-coming events, restaurant reviews, first impressions and other time-sensitive information.

Asia Airports Guide

What's the departure tax in Phnom Penh? Is there a left luggage service in Bangkok? What airlines fly to Krabi? The answers to these questions and more can be found in the Asia Airports Guide, covering more than 20 airports around Southeast Asia.

the P.O.S.H. Guide

Southeast Asia is full of luxurious accommodations and fine restaurants that don't cost a fortune. *The POSH Guide* is dedicated to bringing the best of Southeast Asia to our visitors, from the nicest hotels and most relaxing resorts to the finest restaurants and best shops.

SEA Undersea

SEA Undersea is a site dedicated to providing users with detailed travel information to help them enjoy the fantastic snorkeling and scuba diving opportunities that await them around Southeast Asia.



Advertising

Asia for Visitors is supported by advertising and commissions from travel suppliers. Advertising is accepted only from relevant companies offering travel services in Southeast Asia. Run-of-site ad space may be purchased at competitive rates (see box), while targeted advertising may be obtained for an additional fee.

Alternatively, you may wish to have your hotel, tour or other service reviewed on *Asia for Visitors*. Hotels and accommodations that provide complementary or discounted room nights will receive a full-page review on the site, “recommended hotel” listing on the destination's hotel page and a direct link to your hotel site in all listings.



Asia for Visitors

<http://AsiaForVisitors.com>

Established: 2001

Statistics *

Unique Visitors: 90,000

Page Views: 190,000

Ad impressions: 325,000

Countries

US: 15%

Australia: 11%

UK: 11%

Canada: 4%

* Monthly statistics as of January 2011

Advertising Rates

CPM: \$3

CPC: \$3

Min. Order: 100 units

Note: These rates are for non-exclusive, run-of-site banners only.

Available Banner Sizes:

IAB 728 x 90 – Top Center

IAB 300 x 250 – Mid. Left

IAB 160 x 600 – Mid. Right

Other sizes and placements may be available.