

Do you want
to target your
marketing
messages to
Home Based
Travel
Professionals
who SELL
travel?

Awards

“CLIA Hall of Fame” by CLIA
2 “Lifetime Achievement Awards” by Travel Trade
“Travel Agent of the Year” by Travel Trade
“Most Powerful Women in Travel”
by Travel Agent Magazine numerous times
“Business Woman of the Year”
nomination by San Diego Business Journal
Recognized by cruise lines, tour companies,
host agencies and travel industry associations.

Emceed Programs & Presentations

ICTA Forum
Cruise-A-Thons & Leisure Travel Conferences
ASTA CruiseFests
National & International NACTA Conferences
Travel Trades 75th Anniversary Celebration
World Travel Mart, London
Numerous International and
Regional Meetings and Seminars

Consulting and Advisory Positions

Royal Caribbean International & Celebrity Cruises
Globus Family of Brands
Norwegian Cruise Line
Travel Impressions
Auto Europe/Destination Europe
Virtuoso
Enterprise Rent A Car
Tripology
Numerous host agency, consortia and agency chains

*Contact Joanie to design
the perfect marketing menu for your company.*

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HomeBasedTravelAgent.com was established in 1998 and has helped tens of thousands of new travel agents, cruise agents and established agents moving home to find their way to success.

Advertising on this site will expose your products and services to individuals right as they are deciding on their future plans.

HomeBasedTravelAgent.com populates the Internet's search engines with numerous keyword searches that guarantees you that every serious new agent will see your advertisement at a time that they are making their buying decisions.

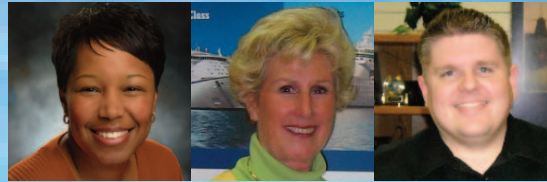


Featured Promotions:

If you would like to have your company featured in the **Home Based Travel Agent NEWS** newsletter with an article and interview to launch an advertising campaign or to spotlight your company's products and services, here are some excellent options. Your company can be featured in the Vendor Corner, Host Agency Spotlight or Educational Opportunity with an extensive interview promoting the benefits of your products complete with links and detailed information.

Monthly Advertising:

The **Home Based Travel Agent NEWS** newsletter is delivered monthly to over 20,000 home based travel agents. The newsletter has been delivered monthly since 1999 and is an opt-in subscription only. Well read, your ad will be delivered in an environment of interest and trust.



HBTACommunity.com is a social networking community for travel agents consisting of the most professional group of agents online. Each agent has been vetted for minimum qualifications. While the group consists of well over 2,200 agents and the community is one of mutual benefit, advertisers are seen as supporting the otherwise completely free environment for its members. Your advertisement can be linked to your own website, or you may start a storefront within the community and link to that if you wish. The community houses forums, groups, video, pictorial media and offers its members a wealth of knowledge in a professional environment. Every member will see your ad, as it appears on every page of the community.



HBTANetwork.com is the culmination of years of content that has been evolved for various travel agent and travel affiliate websites. The Travel Agent Resource Center, Travel Affiliate Resource Center and Cruise Agent Link have all been consolidated into this site, as has content from other sites. The HBTANetwork is, without a doubt, the most current and complete on-line resource for home based, cruise, group and other travel agents. It contains resources for all aspects affecting travel professionals and offers an open community for communication and sharing of information without any bias whatsoever. Host Agencies and suppliers will benefit tremendously by having a presence on this site.

E-Media

Rest assured this is not a typical e-mail marketing opportunity but instead one that will be read and get results. Your e-marketing dollars are well spent with our unique approach.

HomeBasedTravelAgent.com opt-in e-mail list, established in 1999, is simply the best in the industry. With over 20,000 home based travel professionals on the list, you can reach the cream of the crop with your e-marketing promotions. By nature the list is focused strictly on home based agents who want information about their businesses and the list enjoys a high rate of readership. You may send text or HTML formatted e-mail.



Joanie Ogg, CTC, MCC has more than 30-years of travel industry experience and is the owner of Joanie Ogg Marketing Group which specializes in consulting and speaking on the topic of Home Based Travel. If you are interested in understanding and communicating your advertising and trade messages to the home based travel professionals, then look no further. Consulting programs can be designed to suit your needs and are guaranteed to educate, enlighten and motivate your company's target marketing to the next level. Having spoken to tens of thousands of travel professionals and to sales teams and industry leaders, her no-nonsense enthusiastic expertise is a breath of fresh air to any corporation or business.