Welcome to Your New Website

A Guide for Your Website Program Version 5.0



The Objective for This Guide

This guide will introduce you to your new website, along with its many features. You will find helpful tips and strategies for your overall online business presence and how it relates to each page.

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Startup Section

Welcome to a guide for your Website Program Version 5.0. We are excited to help you get started with building your online presence.

Your Website Program is a publishing tool and a relationship building tool. And just like the business presence and relationships you develop in your local community "offline" with audiences in your churches, schools, health clubs, favorite restaurants, little league sports, physicians, grocery stores and shop keepers, this program will help you to develop your business presence and relationships in your "online" community.

The publishing tool is not difficult to use, however, it does require a minimum set of skills. You must have a working knowledge of how to use a software word processor such as Microsoft Word.

Key Indicators

There are "key indicators" that you can monitor to determine if your Website Program is being successful in building an online presence in your community.

- New traffic each month to your website
- The number of leads being generated by your website
- The number of new subscribers to your email list
- A search at Google on the keywords "travel agent (plus your city name)" results in your business being listed on the first page of search results.

A Word about S.E.O. (Search Engine Optimization)

Remember how plumbers would change the name of their business to AA or AAA Plumbing so they would appear first in the Yellow Pages? Showing up first in any search is great whether it's a search of the Yellow Pages or the Internet. However, if no one is searching for you, being first in the search results has no value.

Consumers must be inspired to look for the services and products you offer. So even on the Internet, old fashion marketing strategies that inspire people to search for you and your services and products are important to the success of your online presence.

There is no reason to have a website, if no one shows up to interact with it. So to make the most of your Website Program, a good marketing strategy is highly recommended.

Your Default Web Pages and What They Do

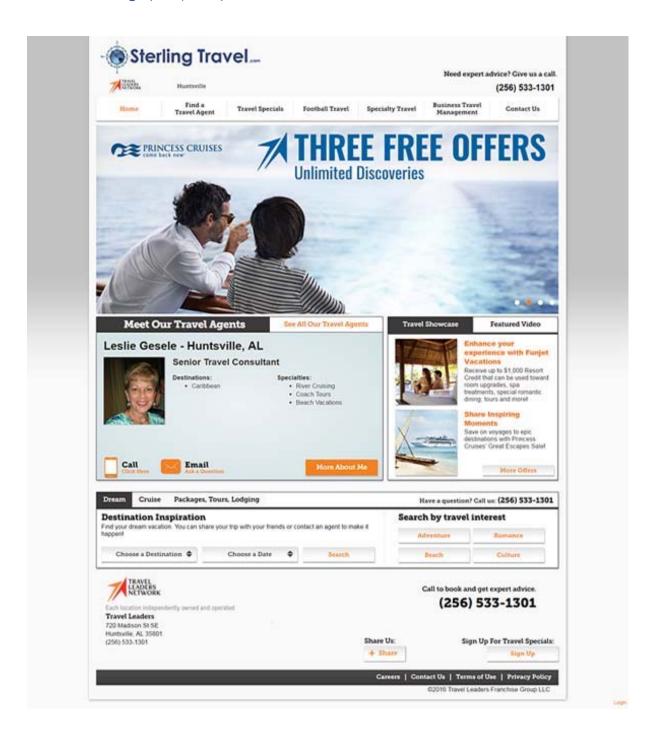
Each page in your new website has been populated with "default content" that we control here at headquarters in Plymouth, MN. However, on many of these pages there will be "editable regions" that you can insert your own custom content or tweak what is already there.

There is one important procedural point to remember when inserting custom (new) content. **Do not cut and paste directly from Microsoft Word** (or other word processors) **into the content management system editor**. Always cut and paste into **Notepad** first. Then, cut and paste from **Notepad** into the content management system editor.

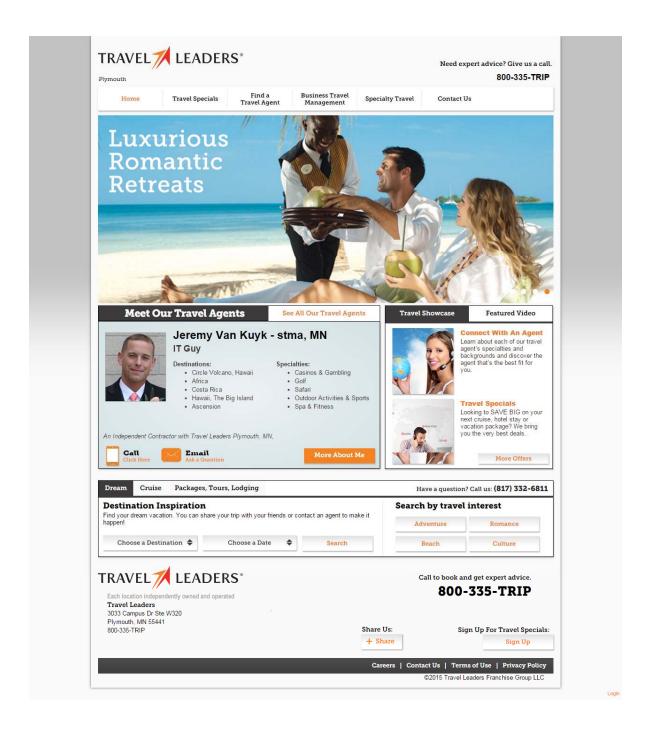
This is because Microsoft Word brings its own proprietary formatting along with it in a cut and paste function, which does not store correctly in the CMS.

And now it's time for our parade of default pages . . .

The "Home" Page (example one)



The "Home" Page (example two)



The "Home" Page

To begin our parade of pages, we have the "Home" page. Keep in mind that when consumers arrive at your website via an organic search, they may or may not be directed to the "Home" page. Many times they are deep linked to a page inside of your website. This takes the pressure off you to try and mentioned everything you do on your "Home" page.

Also please keep in mind that "ad campaigns" generally drive consumer traffic to "landing pages" within your website as well. The idea here is to match relevant content with a search term or current special based on what the consumer is looking for.

A website is less like a printed brochure, catalog, newspaper or magazine and more like a commercial building (a public space) that consumers enter, move about in and interact with. This is why we refer to these visiting consumers as "traffic" and why we study their traffic patterns and online user behaviors. We look for and manage relevant "paths" that consumers follow to carry out certain interactive tasks. And, we try and minimize the "noise" (distractions) along paths, which might interfere with them completing these interactive tasks. And Google refers to websites in their Analytics program as "web properties."

Your "Home" page is optimized to minimize "noise" along paths and designed to group "like" activities together. The goal of a well-designed website is to create public spaces that consumers can easily learn the navigation, explore, interact with and enjoy with confidence. Building consumer confidence through a well-designed web interface (your public space) is an important step in building relationships online.

In other words, if your website is easy to work with, chances are that you and your employees are as well. Make sense?

The interactive paths on your "Home" page include:

- The top navigation bar.
- The bottom navigation footer.
- A masthead image rotator with links to their respective landing pages.
- A Passport Online (PPO) search widget to give consumers vacation and travel ideas (talking points to begin the relationship building process).
- A featured agent region with multiple ways to interactive with them or the ability to select your office agency roster.
- Two "Showcase" items linked to multi-purpose landing pages, which will be explained on the "Travel Specials" page.
- A place to post a video with a description and link if needed. This could be a travel video, a client testimonial or a supplier TV advertisement. Maybe you just want to play some mood music using a video slide show of your recent travel photos with a background music track. Salsa anyone?
- The prominent display of your contact phone number.
- A "Page Sharing" tool for consumers to share the page they are on with their favorite social network.

A button for quick email list signup.

The showcase items mentioned above, which will be discussed in more detail in the "Current Specials" page information, can be changed on the "Current Specials" page as an editable region. The change will then be propagated to this page as well as to the "Connect with an Agent" page.

(NOTE: The two Showcase items will always be populated with default content along with their respective landing pages, unless you choose to change that content. If you do decide to change the default content on any page, and then decide you would like that default content restored, this is always an option available to you.)

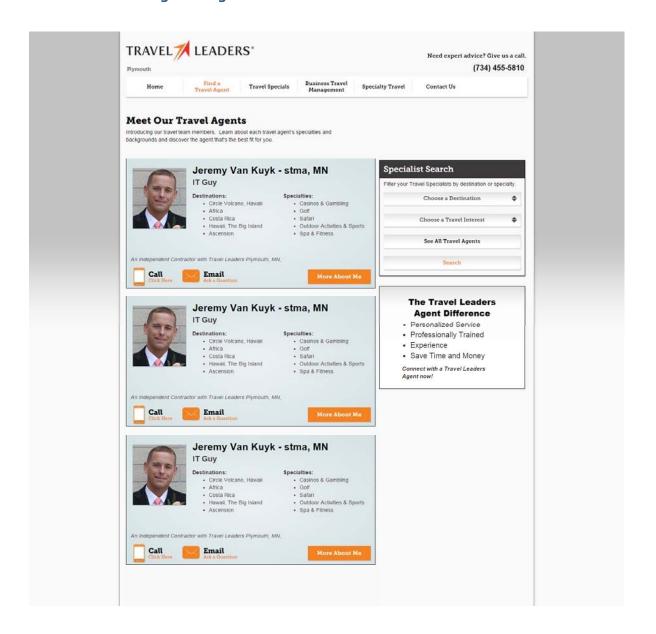
Page Highlight(s)

- A masthead image rotator with links to their respective landing pages
- A featured agent region with contact information
- Two "Showcase" items linked to multi-purpose landing pages
- A place to post a video with a description and link if so desired
- A PPO search widget, called "Destination Inspiration," to inspire consumers with vacation and travel ideas (talking points to begin a relationship)
- A "Page Sharing" tool for consumers to share the page they are on with their friends and family
- A text field and button for quick email list signup

Minimum Requirement(s)

- 1- There must be at least one featured agent in Agent Profiler. And, this one record must have the following fields completed:
 - The profile image
 - The website display title
 - The full biography
 - At least one featured destination
 - At least one featured specialty
 - At least one feature supplier

The "Find a Travel Agent" Page



The "Find a Travel Agent" Page

The "Find a Travel Agent" page is a dynamically generated page from agent profile records stored in a database.

This is basically an agent search results page that is generated when a consumer clicks on either the "Find a Travel Agent" link or the "See All Our Travel Agents" on the "Home" page.

You can change any agent record information by editing that information in Agent Profiler.

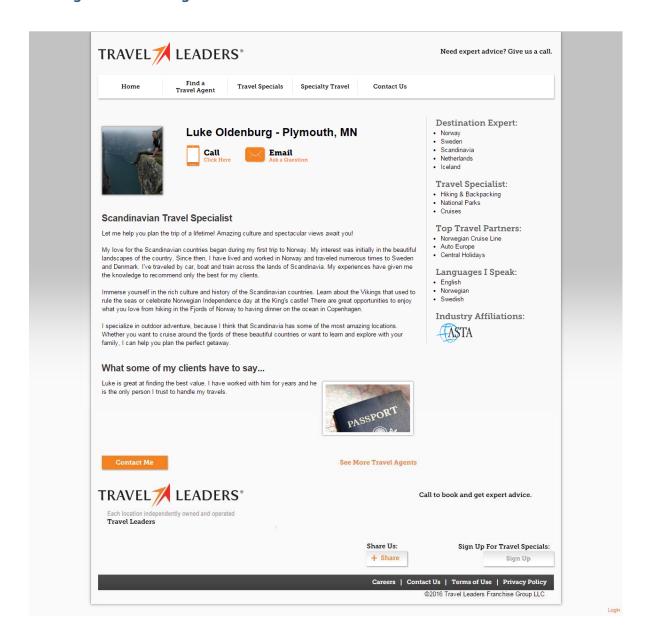
Page Highlight(s)

- An editable region to briefly introduce your agent roster.
- An agent roster (maximum 10 per page) with links to individual profiles ("Agent Details" Page).

Minimum Requirement(s)

1- None. You can use the default content if you want.

The "Agent Details" Page



The "Agent Details" Page

The "Agent Details" page is a dynamically generated page for an individual agent record (an Agent Profile) stored in a database.

As the "About Us" page is a great place to make a first impression for the agency as a whole, this is the place for each individual agent to make a great first impression.

There are no editable regions on this page; however, you can change agent record information by editing that information in Agent Profiler. This includes the agent profile photo and the article image you see on this page. Try and use words in the main body of your profile that you think will help consumers find you and your expertise when they search for you using Internet search engines; such as Google.

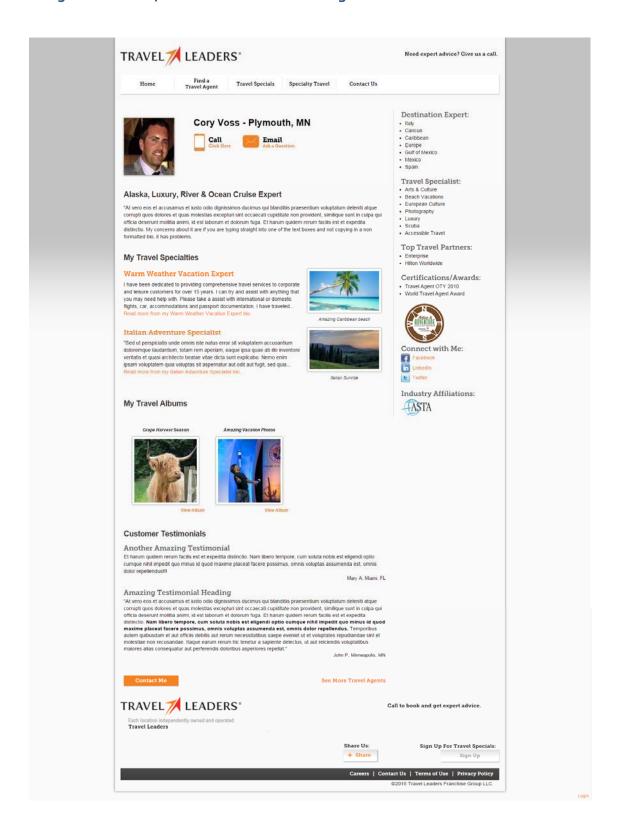
Page Highlight(s)

- A landing page for each agent that consumers can be driven to from multiple sources, including blogs, news articles, Facebook, Twitter, YouTube, Pinterest, Linked In and Email campaigns.
- Since consumers will be looking for a good fit for them, a link to a page to search or display more agents.

Minimum Requirement(s)

- 1- There must be at least one featured agent in Agent Profiler. And, this one record must have the following fields completed:
 - The profile image
 - The website display title
 - The full biography
 - At least one featured destination
 - At least one featured specialty

The "Agent Details w/ AP 2.0 enhancements" Page



The "Agent Details w/ AP 2.0 enhancements" Page

The "Agent Details w/ AP 2.0 enhancements" page is a different version of the "Agent Details" page with the enhancements to Agent Profiler that allow for richer, more in-depth content. This page loads additional content from Agent Profiler that is not on the most basic Agent Details page.

The AP 2.0 enhancements include the ability to create: Additional bios, Experientials Posts, Customer Testimonials and Photo Albums. Participation in all of these features is optional and is not required to display online. Additional bios allow you to create destination or specialty specific profiles that highlight your expertise. The use of Experiential Posts allows you to show the consumer your firsthand experience and provide some insight into your personality and the type of travel that you do. It can also serve as destination inspiration for consumers if it is a unique trip. Customer Testimonials provide the consumer with the positive experiences of others to assure them that the booking experience will be great. Photo Albums are what brings a vacation to life. Adding photo albums to your profile will show what you cannot say. Through photos the consumer will develop an idea of what a destination has to offer and be inspired to reach out to you to get them there.

There are no editable regions on this page; however, you can change any agent record information by editing that information in Agent Profiler. This includes all of the Agent Profiler 2.0 enhancements.

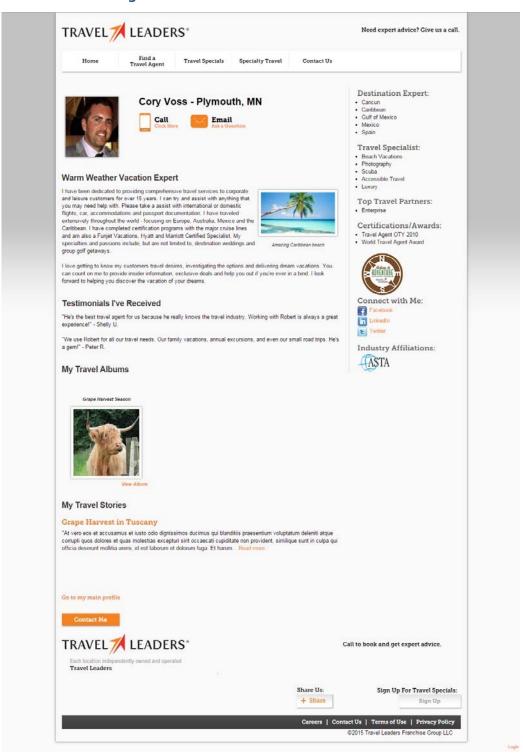
Page Highlight(s)

- Preview and a link to the Additional Bios where consumers can view more about your expertise.
- Experiential Posts that give the consumer insight into your personality and the type of travel that you do.
- Customer Testimonials that show the consumers what others that have booked with you have to say.
- Photo Albums that bring the far away destinations to life for a consumer viewing your profile.

Minimum Requirement(s)

1- Must have completed an "Agent Details" page bio and be displaying online.

The "Additional Bio" Page



The "Additional Bio" Page

The "Additional Bio" page gives the consumer an in-depth look at the agent's personality and expertise. This is where the agent can share their unique experiences and insights into traveling to a specific destination or interest. An additional bio should be focused on a particular type of travel to appeal to the travelers that want an expert.

There are no editable regions on this page; however, you can change any agent record information by editing it in Agent Profiler. This includes the additional bio text, article image, testimonials and photo albums. Try and use the additional bio text to show the consumer the breadth of knowledge that you have in the destination or interest this bio is focused on. Use the testimonials to share some of the great experiences that consumers have had booking with you. Take advantage of the photo albums that can be used to show consumers that you are authentic through photos of your travels to that destination. The more that you can show your expertise in this area the more likely the consumer will contact you about a trip.

The more content that you add regarding a specific destination or interest the higher you will appear in search engine results. This is done by using keywords about the location as well as caption on photo and customer testimonials referencing the trip. All of these work to display you as an expert in that area and draw more traffic to the page.

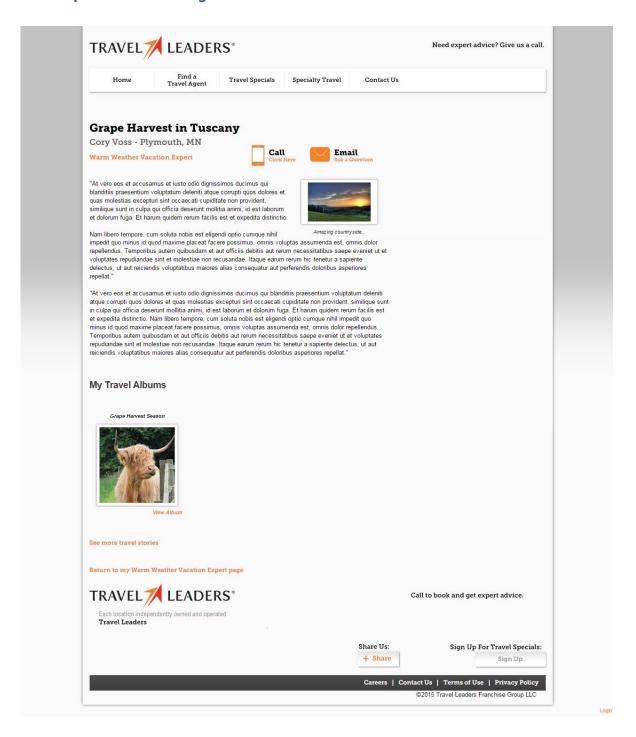
Page Highlight(s)

- A landing page for consumers looking for an agent with a specific specialization.
- Ability to add customer testimonials and photo albums to provide rich content displaying the extensiveness of expertise.

Minimum Requirement(s)

- 1- The agent must already be displaying online before they can build additional bio pages. When that requirement is met the agent must also have the following fields completed:
 - Expertise Overview

The "Experiential Post" Page



The "Experiential Post" Page

The "Experiential Post" page is your opportunity to share unique experiences that you have had while traveling to a destination in your bio. This page allows you to show the consumer that you are authentic and provide some insight into your personality and the type of travel that you do.

This is your chance to talk about your trips and your adventures, so use rich detail and add photos to capture the consumers' attention. Displaying interesting and unique travels you have had can be the differentiating factor that separates you from other agents. Everyone wants the most experienced and well qualified agent and this is where you can show that you are just that agent.

There are no editable regions on this page; however, you can change any agent record information by editing that information in Agent Profiler. This includes the agent profile photo and the article image you see on this page.

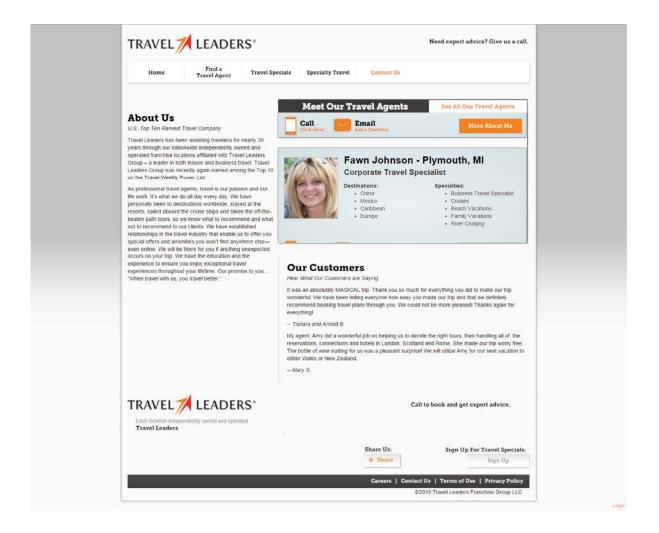
Page Highlight(s)

 Since consumers will be looking for a good fit for them, a link to any additional Experiential Posts that you have.

Minimum Requirement(s)

1- The agent must already be displaying online before they can build Experiential Post pages.

The "About Us" Page



The "About Us" Page

Make a great first impression with the "About Us" page. Here is where you will want to introduce yourself to your consumer audience. There are two editable regions on this page. One can be used to introduce your business, its history in the community, awards, achievements, special recognitions, local activities you support, maybe something unique about your product offerings or any other first impression content you feel is appropriate.

The other editable region on this page can be used to post customer feedback or online testimonials. You could even video tape a testimonial from one of your clients, post it to your YouTube account, then link to it from a link you place in this editable region. Remember to always use the "open new" browser window option when linking to pages that send consumers and potential clients offsite.

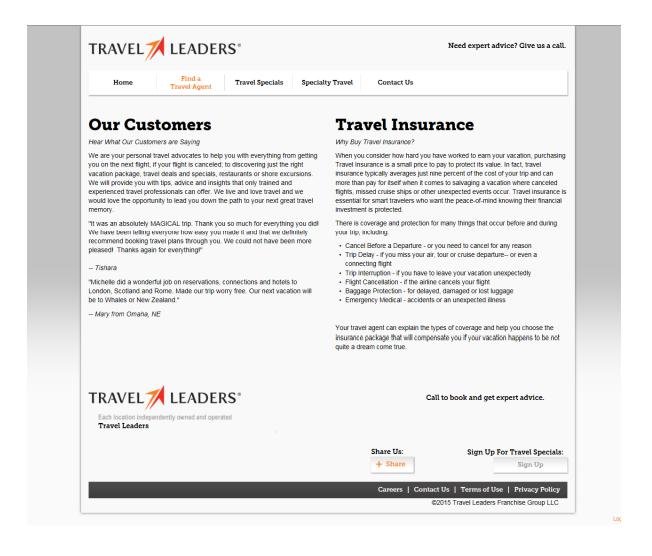
Page Highlight(s)

- An editable region to introduce yourself.
- An editable region to post testimonials and customer feedback.
- A featured agent region linked to a page to search or display more.

Minimum Requirement(s)

1- You will want to write and publish at least one paragraph that introduces your business and replaces the default content for that editable region.

The "Travel Insurance" Page



The "Travel Insurance" Page

The "Travel Insurance" page is your dedicated landing page to talk about the benefits of having travel insurance as part of any comprehensive travel arrangements. There are two editable regions on this page. One could be used to introduce various types of insurance and how to use these effectively in any travel plans.

The other editable region on this page can be used to post customer feedback or online testimonials related to having had travel insurance and how well that worked out. You could even video tape a testimonial from one of your clients, post it to your YouTube account, then link to it from a link you place in this editable region. Remember to always use the "open new" browser window option when linking to pages that send consumers and potential clients offsite.

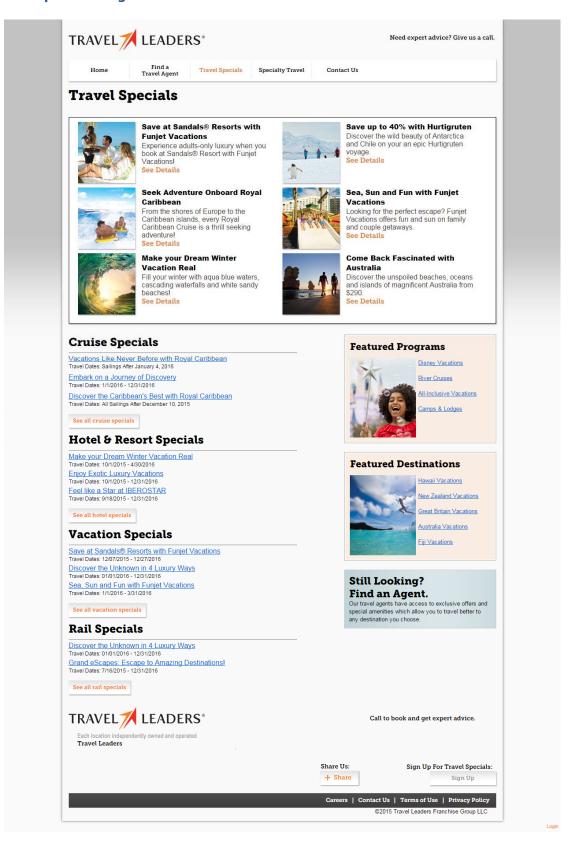
Page Highlight(s)

- An editable region to introduce travel insurance products.
- An editable region to post testimonials and customer feedback.
- A featured agent region linked to a page to search or display more.

Minimum Requirement(s)

1- None. You can use the default content if you want.

The "Travel Specials" Page



The "Travel Specials" Page

The "Travel Specials" page is where the majority of your inventory is displayed for consumers to view. This is the wall-to-wall store shelving on which your travel products sit. Keeping it organized and neatly displayed is important.

The page is divided into two main regions. From top to bottom they are (1) **The Showcase Region** and (2) **The Travel Specials Region**.

The Showcase Region has six placeholders for travel products or promotions that you can feature on a seasonal or last minute basis. Think of this region as being similar to the big glass display window at a large department store that changes month to month.

Since the region below the Showcase Region contains dynamically generated content that is managed by headquarters (network-wide distributed content), the Showcase Region is your customizable place to add your own current specials or travel packages that are specific to your local market and unique marketing strategy.

Feel free to promote whatever you would like to promote in these six placeholders as long as it is travel related.

You will also want to link each customized Showcase item to a custom landing page that you will want to add as well; preferably with an Agent to greet them on that page.

The region below The Showcase Region is **The Travel Specials Region**. The default content displayed in this region is dynamically generated out of the Promotions Records database and displayed across all of our associate's websites. You might call it the Travel Leaders Cable Network channel. And on the Internet, as in Cable Television, content is expensive to generate. A content provider plays an important role in continuously populating your website with content that helps to engage consumers each time they visit and generate leads.

This content will change often. When consumers click on any listing shown in these promotions, they will be taken to a Promotion landing page called a "Promotion Details" page. These landing pages are also a place to send consumers from links in marketing emails. If you want, you can also link Showcase items to any "Promotions Detail" landing page if that helps feature a promotion you really want to give more exposure to.

Page Highlight(s)

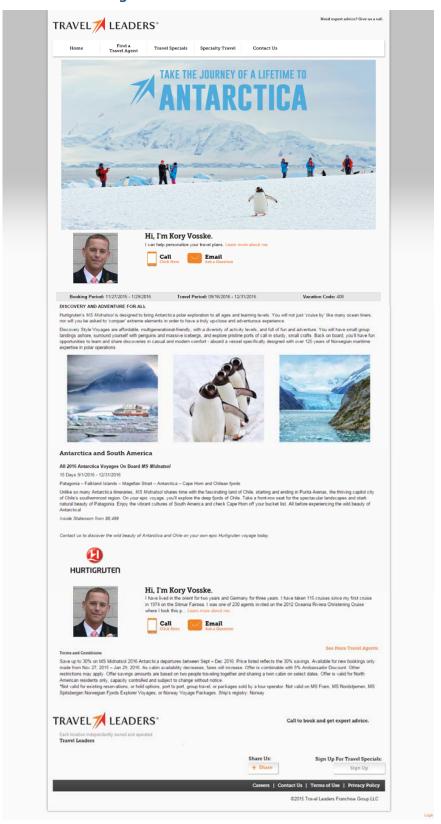
- Six editable regions to showcase travel product
- Consistent content supplied by headquarters
- An index for all the current promotions running
- A drill-down page to promotions

Minimum Requirement(s)

1- None. You can use the default content if you want.

(NOTE: Two showcase items will always be populated with default content along with their respective landing pages, unless you choose to change that content. If you do decide to change the default content on any page, and then decide you would like that default content restored, this is always an option available to you.)

The "Promotion Details" Page



The "Promotion Details" Page

From the "Travel Specials" page, when consumers click on any listing shown in The Travel Specials Region, they will be taken to a page like this. These landing pages are also a place to send consumers to from links in marketing emails and online advertisements (such as Google AdWords). If you want, you can also link Showcase items to any "Promotions Detail" landing page if that helps feature a promotion you really want to give more exposure to.

This page will also do its best to match one of your agents with the promotion product shown on the page and then display that agent next to it. This is why it is important that each agent provide an accurate description of their specialties. A special search algorithm uses this data, along with other important factors, to match one of your agents (using their Agent Profile) with each of the many "Promotion Details" pages on your site.

Various ways to connect with the agent will be presented to the consumer. Keep in mind that consumers deciding to connect with your agent via the Internet have already made an investment in time to begin a dialogue (a relationship) with an agent. They are using the Internet to save time and money. And, they are expecting to interact with someone quickly. To a consumer, in their mind they have just virtually walked into your office, sat down in front of you and are raring to go. They want to interact with you now.

In this new world of quick and convenient communication styles, such as email, cell phones, texting, picture mail, iPads, instant messaging, video-on-demand, chat and Skype, consumers have the same expectation as if they just connected with you via the telephone. They want to start a conversation now. If you treat all these quick and convenient communication styles as if you've just received a phone call, you will become increasingly effective in building relationships that begin online.

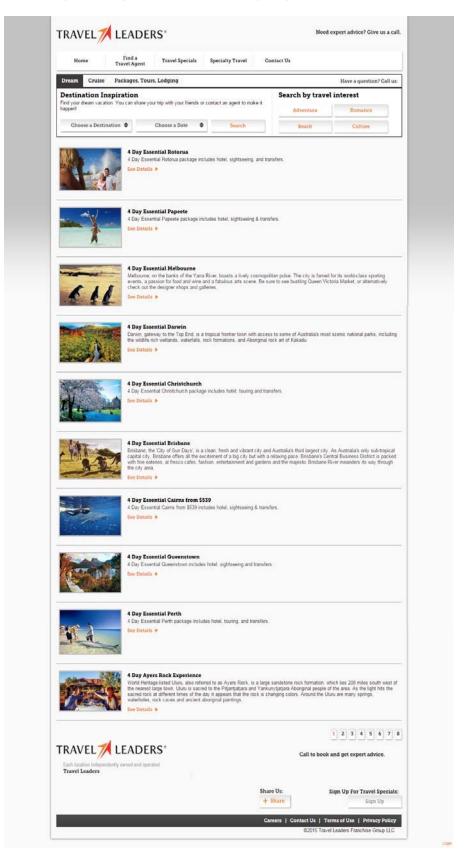
Page Highlight(s)

- Agent and promotion product matching
- Multiple channels to connect with the agent
- A drill-down page to attached offer(s) details
- Since consumers will be looking for a good fit for them, a link to a page to search or display more agents.

Minimum Requirement(s)

1- None. All the content is dynamically generated.

The "Destination Inspiration (PPO Search Results) Page"



The "Destination Inspiration (PPO Search Results) Page"

The "Destination Inspiration" results page is another important traffic pathway to connect you with a consumer. It has two major paths. One route is through a search result, then to an "Offer Details" landing page along with an agent match. The other is through a link on the "Meet Our Travel Agents" region, which will display your office roster (maximum 10 per page) with links to individual profiles.

Clicking on one of the Destination Inspiration results will bring the consumer to an "Offer Details" landing page that is also populated from the PPO Records database. This "Offer Details" landing page will do its best to match one of your agents with the offer product shown on the page and then display that agent next to it.

It's important to understand that the "Destination Inspiration" search widget on the "Home" page is designed to generate vacation ideas as talking points for a consumer to begin a relationship with an agent. Since there are no booking engines attached to this search feature, the consumer cannot complete their travel plans or research on their own without your help. This is why consumers are encouraged in a number of ways along the path to contact an agent. Be mindful of this possible frustration when a consumer contacts you. You are holding the keys to the completion of their travel plans or vacation research; the perfect "Wow" opportunity.

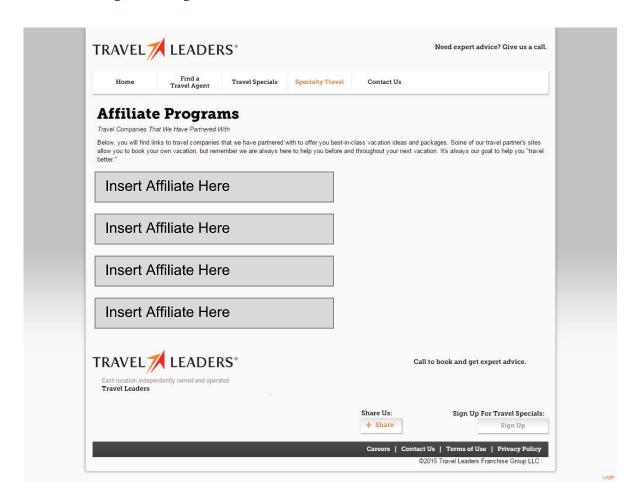
Page Highlight(s)

- Search results (destination inspiration) from a PPO database search with a link to an "Offer Details" landing page showing more details, along with an agent match
- Talking points for a consumer to begin a relationship with an agent
- A search again feature
- A link to display your office agency roster (maximum 10 per page) with links to individual profiles

Minimum Requirement(s)

1- None. All the content is dynamically generated.

The "Affiliate Programs" Page



The "Affiliate Programs" Page

Travel suppliers offer a number of "Affiliate Programs" in the market place today and this is your page to take advantage of those programs. There are ten editable regions on this page that you can use to insert affiliate coding that will link to a supplier's online program. Some of these online programs may be search tools and others might include a booking engine tool.

If you are not signed up for any affiliate programs, there is an option to turn this page off (not display) in your website's top navigation bar.

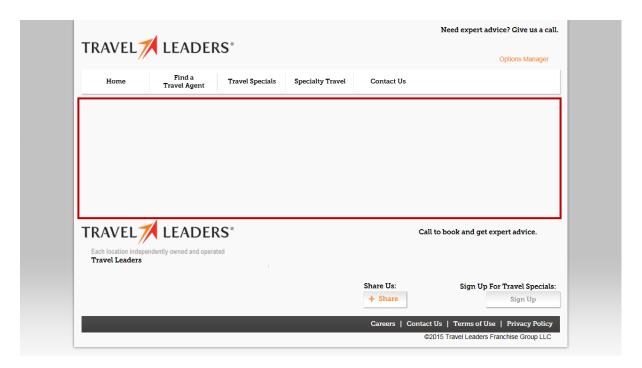
Page Highlight(s)

- Up to ten editable regions to ad affiliate program coding to
- An option to not display in the site navigation, if you are not signed up for any affiliate programs

Minimum Requirement(s)

1- None.

The "Added" Page



The "Added" Page

Whenever you need a new landing page to tell consumers more about something shown on another page, this is your page! You can always "add" a new page to your website and customize it as needed. An "added page" can be "free standing" or can be added under a tab in in the top navigation menu.

An added page is your website's workhorse for:

- Landing pages for the masthead image rotator shown on the "Home" page
- Landing pages for two Travel Showcase items shown on the "Home" page and the
 "Find a Travel Agent" page
- A landing page for the "Featured Video" region shown on the "Home" page, if needed
- Additional information for the "About Us" page, if needed
- Additional information for the "Travel Insurance" page, if needed
- Additional information for an Affiliate entry on the "Affiliate Programs" page, if needed
- The "Extra Copy" editable region(s) under your office photo(s) on the "Contact Us" page; maybe to further explain a holiday or special office-hours situation
- Additional information for the "Travel Resources" page, if needed
- Additional pages that you can add under the "Specialty Travel" tab on the navigation bar, detailing a special travel interest, niche market or preferred supplier, that is not already featured in one of the six Travel Showcase items on the "Current Specials" page

While on the topic of adding pages to your site, we should mention an important feature about Search Engines and their relationship to your website.

You want Search Engines to be able to accurately interpret what expertise your business brings to the consumer; what topic you are an Authority on. Therefore, it is important to not be a "Jack of All Trades" on the Internet. Telling one story per domain and telling it very well will get you found much more often than if you publish a flood of varied information on your website.

It's all about numbers. Search Engines index and count every word you use on your website, both in the copy and for image labels and then store this information. For example, if you used the words "travel agent," "travel agency" and "Bozeman," twelve times on your website and your competitor in the same town used these words twenty-seven times, your competitor is going to proceed you in the search results list because the search engine believed them to be more of an "Authority" on the topic of "travel agent," "travel agency," and "Bozeman."

Consistency and repetition are your allies on the Internet. Consumers generally come to "See and Do" something on your website; and not to read a bunch of copy. Their time is precious so they want to accomplish something during their visit with you. As we mentioned in the "Home" page information:

"A website is less like a printed brochure, catalog, newspaper or magazine and more like a commercial building (a public space) that consumers enter, move about in and interact with." If you create a bunch of extra rooms that are for show and not for allowing the consumer to "get something done" they will become bored and leave.

Page Highlight(s)

• Customized Landing pages that can be used as a stand-a-lone or as a page linked to from other pages or images in your website

Minimum Requirement(s)

1- None

The "Business Travel Management" Navigation Tab



The "Business Travel Management" Navigation Tab

If you are an Associate Member of Travel Leaders Network, there is an option for you to have a second website called a Business Travel Management website that is focused on servicing corporate clients needing ways to manage their company's business travel and related expenses.

If you have elected to have a Business Travel Management website, in addition to your Leisure website, this tab will appear in your top navigation bar and be linked to your Business Travel Management website.

As we mentioned earlier, "If you want search engines to be able to accurately interpret what expertise your business brings to the consumer (what topic you are an Authority on), it is important to not be a "Jack of All Trades" on the Internet. Telling one story per domain and telling it very well will get you found much more often than if you publish a flood of varied information on your website."

The consumer audiences for your Leisure website and your Business Travel Management website are very different. One audience is looking to you as an expert to help them research and, more often than not, arrange their vacation needs. The other audience is looking to you as an expert in business travel purchasing and tracking to provide them with a plan for managing their employee business travel expenses. Each story is very different, including the language used to talk about and promote each topic.

In order to effectively market and deploy Search Engine Optimization (SEO) strategies, having two websites to tell each of these unique stories was the best-practices way to achieve both goals by attracting the relevant audience to the relevant site.

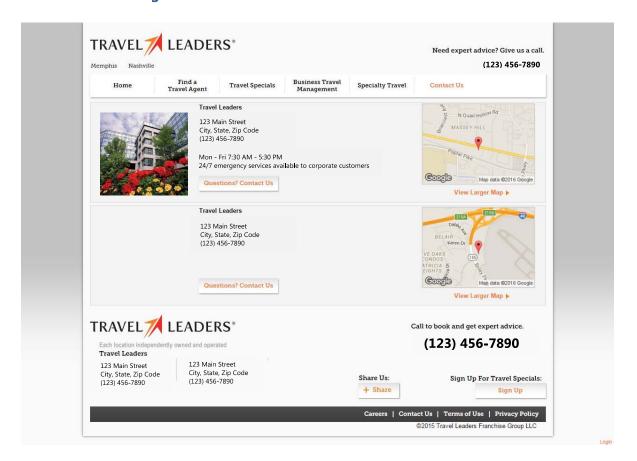
Feature Highlight(s)

- A top-of-page navigational bridge from your Leisure site to your Business Travel Management site and vice versa.
- Can be set to display or to not display.

Minimum Requirement(s)

1- Choose to participate in this program option.

The "Contact Us" Page



The "Contact Us" Page

The "Contact Us" page is designed to accommodate an office and multiple branch locations. Each can display an exterior photo of the office/branch, along with a flexible quick note underneath that can be used to address things like seasonal changes in hours of operation.

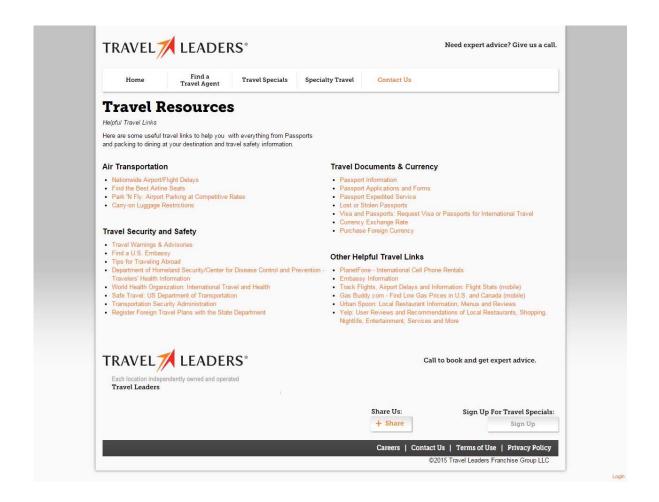
Feature Highlight(s)

- Contact information for each location
- A contact us form button to pop-up a Contact Us form
- The Contact Us form will validate the information before it can be sent to help control spammers and consumer errors
- An exterior photo for each location
- A small editable region to notify consumers of temporary changes or conditions.
- A pop-up Google Map for each location for consumers to use to get and print travel directions to your office

Minimum Requirement(s)

1- Keep your location addresses and hours of operation current. Contact Support Services when anything changes.

The "Travel Resources" Page



The "Travel Resources" Page

The "Travel Resources" page contains content that will be updated by headquarters in Plymouth, MN. We will be publishing popular and useful links for consumers to use as needed.

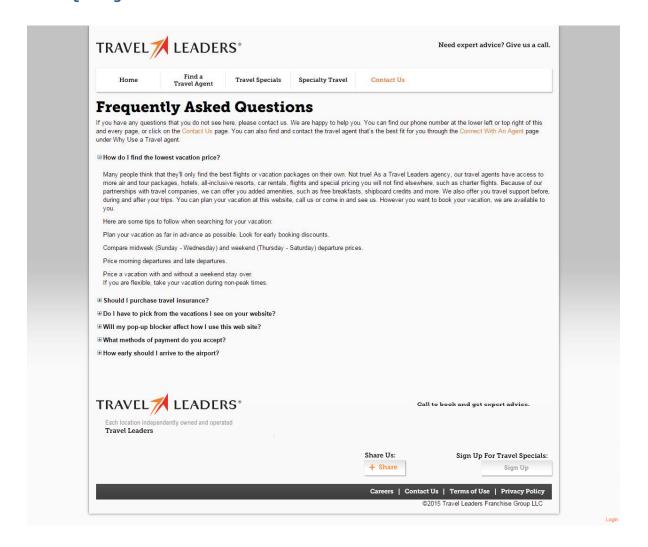
Feature Highlight(s)

• Travel resource links for consumers to use as needed.

Minimum Requirement(s)

1- None. The content is supplied to you.

The "FAQs" Page



The "FAQs" Page

The top half of the "FAQ's" page contains content that will be updated by headquarters in Plymouth, MN. We will be publishing popular and useful Frequently Asked Questions for consumers and clients to use as needed.

The bottom half of the "FAQ's" page contains an "editable region" that can be used to add your additional FAQs.

Feature Highlight(s)

• Frequently Asked Questions for visiting consumers and current clients.

Minimum Requirement(s)

1- None. You can use the default content if you want.

The "Terms of Use" Page



Terms of Use

(Last Updated: 1/1/2013)

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The "Terms of Use" Page

The "Terms of Use" page contains content that will be updated by headquarters in Plymouth, MN. We will be publishing information regarding the use of your website by any and all visitors to your website.

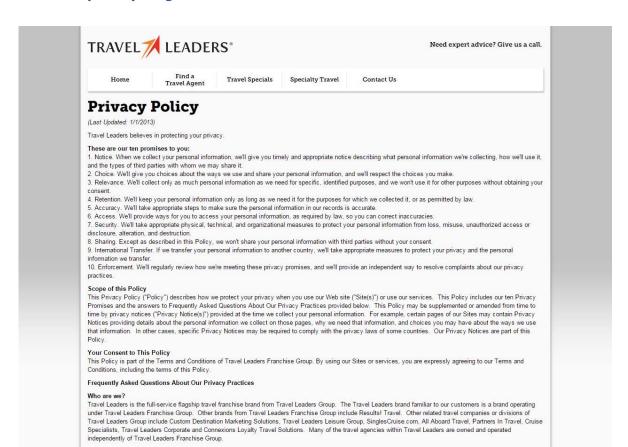
Feature Highlight(s)

• Website Terms of Use

Minimum Requirement(s)

1- None. The content is supplied to you.

The "Privacy Policy" Page



The "Privacy Policy" Page

The "Privacy Policy" page contains content that will be updated by headquarters in Plymouth, MN. We will be publishing information regarding the use of your website by any and all visitors to your website, including any information we gather about their online behavior (such as server logs and web analytics) or that they might submit to us; such as an email address to sign up for an email list.

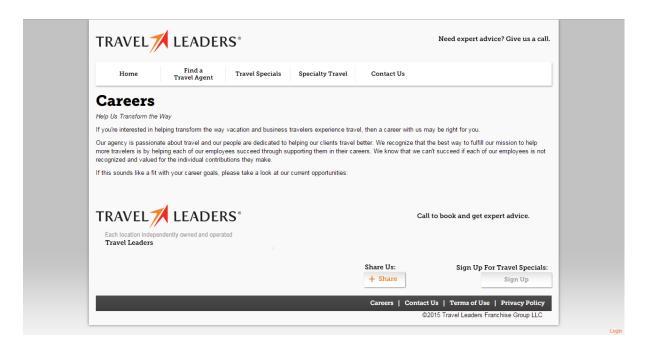
Feature Highlight(s)

• Website Privacy Policy

Minimum Requirement(s)

1- None. The content is supplied to you.

The "Careers" Page



The "Careers" Page

The "Careers" page is actually another opportunity for you to talk about your business, similar to the "About Us" page. Even if you don't have any positions open, this is part of an SEO strategy for you to be able to use the words "travel agent" and "travel agency" along with the name of your city once again within the content of your website.

Once you have talked about your business again, you can either post a position if you have one or just say, "At this time we do not have any openings. Please check back with us. Thank you."

Having a "Careers" page on your website also helps to extend your online presence by adding even more legitimacy to your online business presence.

Feel free to duplicate any customer testimonials on this page as well.

Feature Highlight(s)

- An SEO opportunity to mention the strengths and successes of your business once again.
- A place to post employment openings in your business as needed.
- This page can be set to display or not to display.

Minimum Requirement(s)

1- You will want to write and publish at least one paragraph that introduces your business and replaces the default content displayed.