



Why us? HERE's why!

1. **We're all about LOCAL AND REGIONAL travel** at a time when people are looking for getaways relatively close to home. Air fares are through the roof now, meaning more people are opting this year to see their own state or region.
2. **We're easy for our readers to use.** Our GETAWAY MACHINE and new FUELTOOL make us by far the most useful planning site out there for Northwest travel.
3. **Our readership is growing at a phenomenal rate,** and is way ahead of where our California site was after just two years.
4. **We have tons of links.** Through an aggressive link campaign (the articles we publish, our relationship with tripadvisor.com and citysearch.com, three-way links), we now have more than 22,000 links on the web which has given us several first page keyword rankings on Google and other major search engines.
5. **We supplement our readership with our own pay per click,** thus insuring we're reaching visitors who are looking for more than 100 keyword combinations related to travel in the Northwest.
6. **We're no muss, no fuss.** No need for advertisers to set aside inventory or promise to offer rooms at budget rates. All booking is through the advertiser's site and at the advertiser's preferred rate.
7. **Our formula is proven.** Our California site is in its sixth year and has nearly all the major lodging brands represented as well as an 80 percent renewal rate.
8. **We're inexpensive.** Many advertisers can see a 100 percent ROI with just two or three bookings.

**For more information, phone 760-471-7693 or write:
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