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Announcing TourismROI: An Online Tourism Management and Investment Solution for the Global Travel & Tourism Industry

New York (September 10, 2007) – TourismROI, an innovative online tourism management and investment resource for the global Travel & Tourism industry, is set to launch in November 2007. With its debut, TourismROI will become the first online solution for growing tourism economies, real estate developers, industry operators, investors and entrepreneurs, bridging the information gap between unknown tourism potential and informed business and investment decisions.

In the past, investors and developers employed professional staff and large consulting firms to identify new business opportunities, then scoured the world for perspective to analyze the latest trends, policies, statistics, incentives and forecasts from diverse and hard-to-find sources. Similarly, government agencies and tourism ministries previously embarked on expensive and exhausting processes to find the right partners for tourism investment and development.

With the launch of TourismROI, Travel & Tourism now has one comprehensive online source for business and development opportunities and professional / social networking tools. TourismROI offers unparalleled access to destination-specific tourism business information including strategy and master plans, operating plans and programs, tourism research and investment incentives, reports and analysis.

TourismROI also provides timely news and events and access to current publications, reports and statistics from local, regional and global Travel & Tourism organizations, plus private consulting and research firms.

“TourismROI is, at its core, a global B2B information and networking service for more than 6,000 tourism destinations around the world,” explains Richard R. Miller, Managing Partner of TourismROI.

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“On one side of the Travel & Tourism industry, there are investors and entrepreneurs seeking business opportunities. On the other side, there are public and private entities looking to attract partners for development. TourismROI brings these parties together, sharing a wealth of information and offering a wide range of tools that speed up the entire business decision-making process,” added Miller.

The main features of TourismROI include:

- Visibility and access to investors, funding sources, buyers, partners and professional service providers.
- Worldwide visibility for tourism investment opportunities from one centralized source in a comprehensive and standardized framework that can be customized by availability of information, data and sophistication of each entity.
- Comprehensive and unparalleled access to destination-specific tourism strategy and master plans, operating plans and programs, tourism research, facts and figures, reports and analysis.
- Access to publications and research focusing on tourism economics, marketing and promotion, policy, development and investment trends.
- Access to a full range of tourism investment opportunities from destinations, local and multinational corporations, business/hotel brokers and existing owners, plus pitches from entrepreneurs looking for buyers, sellers, partners or funding/capital.
- Opportunities to profile businesses, credentials and resources to assist public and private tourism investment initiatives.
- Direct visibility for Travel & Tourism professional services, research and consulting firms to industry stakeholders seeking products and services including master planning, feasibility studies, market research, advertising, marketing and promotion.
- A network for - and real time information about - Travel & Tourism trade associations, requests for proposals (RFPs), tourism hospitality educational programs, investment conferences, events and local industry calendars.

With the World Travel & Tourism Council (WTTC) as a founding sponsor, TourismROI has the backing of global tourism industry leaders. The company has also reached an agreement with International Tourism Organization (ITO) and several independent partners to provide a sales network for TourismROI in more than 100 countries around the world.

For more information, visit www.TourismROI.com. To arrange an interview with Richard R. Miller, media should contact Roland Alonzi, MMG Mardiks, at 646-442-6765 or ralonzi@mmgmardiks.com.

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