



Publications

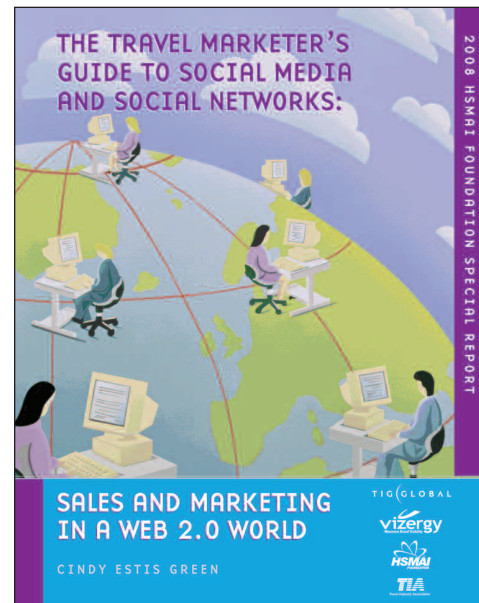
Purchase Copies of The Hot New HSMIAI Foundation and Travel Industry Association Social Media Publication and Receive Significant Savings!

PUBLICATION:

The 2007 Travel Marketer's Guide to Social Media and Social Networking

For a limited time, members can purchase copies of this publication at a reduced rate. The publication will retail at \$99 per copy for members and \$149 for nonmember. The price to purchase 100 copies is just \$6,000 (a \$3,900 savings! The cost for 50 copies is only \$3,750.

Working together to focus on emerging topics of importance to travel marketers, the Hospitality Sales & Marketing Association International (HSMIAI) under the auspices of the HSMIAI Foundation and the Travel Industry Association (TIA) have partnered to produce a comprehensive educational report titled: *The Travel Marketer's Guide to Social Media and Social Networking*.



Some of the topics covered in the report include:

- Explanations and definitions of social media and social networking
- Highlights of the way social media and networking are used in other industries
- How travel companies are using social media and social networking in 2007
- How travel companies can use social media and social networking in the future



Publications

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