



But my competitors might use it, too

Relax, *they are*. And it's to your advantage. Here's why.

The number one reason is that **your travelers** want a single place to access the scrapbook of their travel experiences. Most of your travelers will take a trip with one of your competitors before or after taking your offerings. They do not want to be forced to use a different site, different login and passwords, different navigation, and so on. If you celebrate your travelers' travel experiences, you'll want them to have one place to show off their journals and mementos - their travel scrapbook. Your experiences will obviously outshine the others.

Privacy. While they are on one of your trips, all the travelers, their tour buddies, their emails, and Web traffic all are directed to the pages with your branding. They don't see your competitors' travelers' scrapbooks.

Costs. MyTripScrapbook costs well into 7 figures to develop and maintain. Consider this: if you travel 100,000 passengers a year (lucky you), you'd expect to have around 10,000 travelers and their buddies using MyTripScrapbook *simultaneously* at the height of the season. That takes about 150 servers to support¹. You don't have that many servers in your entire company. MyTripScrapbook does. Your competitors are drastically subsidizing your costs.

Customer support. We maintain a dedicated call center to assist travelers and their buddies. Even though we aim to make using the scrapbook as simple as possible, travelers and buddies want help. We are patient and love working with non-tech savvy users, even on complex issues. We provide that so you don't have to.

Focus. Our full time developers are constantly adding more features, making existing features simpler, and expanding the reach of the scrapbooks. Our developers focus on scrapbook features so that yours can focus on your core business.

Exclusive features. We can support exclusive features for your travelers, but you lose the dramatic savings of sharing those costs with other companies.

You outsource your email newsletter delivery. You outsource your travel insurance management. Now you can outsource traveler retention and new market generation.

¹ Benchmark: equivalent server capacity of a 1.2 GHz 2007 32-bit Xeon processor with 1.7 GB of memory and 160 GB local storage. These are Amazon EC2 servers, and that's what we use.