

List your business in the How To Travel America resource directories

How To Travel America is a website and a printed book offering practical information and ideas for foreign visitors coming to America. The book *How To Travel America* covers American culture, cars, hotels, tipping, public transportation, dining, shopping, climate, landscapes, and hundreds of other topics.

The associated How To Travel America website is an information portal which contains brief synopses of about half the chapters in the *How To Travel America* book, as well as a wealth of additional resources not available or practical in a printed book format.

The How To Travel America website currently offers machine translation into the following languages: Spanish, German, French, Portuguese, Italian, Chinese, Korean, and Japanese.

While *How To Travel America* is written and designed to provide information for foreign visitors to the U.S., it is also a valuable resource for American travelers wishing to see more of their own country.

Resource pages are organized by region or state within each resource category. We currently offer listing opportunities on the How To Travel America website in the categories detailed in the next section.

Level 1 listing – \$50 per year.

A Level 1 listing includes basic information about your business or service – generally name, location, type/specialty, web address, and languages spoken. (There are some slight specific differences among listing categories; our listing information forms have details.)

See www.howtotravelamerica.com/details/advertisinginfo.html for a Level 1 sample listing.

Bed & Breakfast (a true B&B, not a hotel, motel, or other lodging) – We believe that B&Bs are friendly, personalized, unique lodging opportunities in the U.S.

Local Bookstores (independent bookstores offering locally focused books) – Small bookstores offer local guidebooks and other works not available from the big chains.

Food from Home (delis, shops, and stores selling primarily “ethnic” foods, such as Italian delis, Oriental markets, French bakeries, etc.; *not* restaurants) – We want our visitors to easily find and enjoy the products they’re familiar with at home.

Ski & Summer Resorts – We think that U.S. ski areas are in some of our most beautiful regions of the country, and offer a wealth of year-round activities.

Commercial Art Galleries (commercial galleries, which primarily *sell* art, not public art viewing venues) – Visitors are seeking insights to the cultural variety in a region, and places to acquire local artwork.

Public Museums & Galleries (public/non-profit galleries) – This is the historical, art, culture, and natural-history museum experience many travelers look for on their journeys.

Tourism Resources – If you are a tourism bureau, chamber of commerce, community, or specific tourist destination.

Outfitters & Tour Operators – If you provide a commercial guiding, outfitting, or activity service (hiking, fly fishing, hunting, horseback riding, wine tours, etc.). At How To Travel America, we believe that *doing* something in the incredible U.S. landscapes is what draws most visitors.

Events, Festivals, Workshops – This is for time-sensitive events (film festivals, concerts, harvest festivals, golf tournaments, musical events, etc.).

International Partners & Supporters (any non-U.S. travel business) – This is for businesses outside the U.S. who we are glad to support, and who believe in the mission of How To Travel America.

Local Friends – This is for individuals *only* who would like to meet and interact with international visitors to the U.S. (No charge for listings. Available as Level 1 listings *only*. See specific guidelines below.)*

Level 2 listing – \$95 per year.

Level 2 listings/ads are enhanced in-line listings. They consist of the basic information, as in Level 1, but with the opportunity for an additional **25 words of text** and **one photo**, logo, or other image (112 pixels square). The Level 2 listing is simply a deeper space *within* the category listing page. A link to your website is included.

See www.howtotravelamerica.com/details/advertisinginfo.html for a Level 2 sample listing.

Level 3 listing – \$295 per year.

A Level 3 listing is a significant step up from either a Level 1 or 2 listing. A Level 3 listing is a “super-enhanced,” larger, deeper listing within your category. This is again a standardized-format template which consists of **three photos**, images, or logos (112 pixels square each) plus **100 words of text**. You may include a physical address, phone number, e-mail address, etc. within those 100 words. A link to your website is included.

See www.howtotravelamerica.com/details/advertisinginfo.html for a Level 3 sample listing.

****Guidelines For Local Friends Listings***

You must be an individual, not a business. You need to have an interest in showing foreign visitors some part of this country, sharing information, or helping with planning an activity. Preferably, you should speak language(s) in addition to English. Our intent is to help foreign visitors get first-hand, on-the-ground insights into planning their trips to the U.S. You may, if you are contacted by a potential visitor, offer to meet with them when/if they visit. You may *not* charge for this service. We will permanently delete your listing if we perceive these guidelines are not being followed.

Additional Information

All category listings, enhanced listings, and super-enhanced listings (Levels 1, 2, 3) are in standard formats. As a listing provider for Level 1, 2, 3 options, you will be provided with guidelines for text and photos/logos to fit into a standard template for your listing information. Samples of each type of listing are shown on the www.HowToTravelAmerica.com website. All listings are subject to approval by the Travel America staff.

Within each resource category and each geographic breakdown, first-purchased listings take precedence, no matter the listing level.

***How To Travel America
Travel America LLC
P.O.Box 3313 • Durango, CO 81302 • U.S.A.
Listings/Advertising: sales@howtotravelamerica.com***