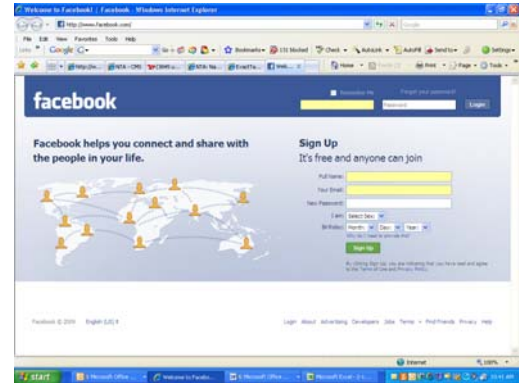


How to Use Facebook and Why

Everywhere you go these days it seems like people are asking “Do you Facebook?” No matter your age, your client demographic, or your product type, travel professionals need to be using this social media too. Beyond being a fun way to catch up with friends, Facebook has the power to be a valuable business device. This Web-based tool is a social networking site, but professionals of all industries must embrace it to remain competitive in today’s marketplace.



Why you should be on Facebook:

- There are more than 175 million users from all over the world. Of that, nearly 95 million (or 70%) are international.
- The fastest-growing demographic is over 30.
- As of the beginning of 2009, Facebook now reaches over 10% of the national population in 26 countries.
- You can Facebook your way to more sales — Facebook is a great way to stay connected with your clients. It is an easy way to build customer loyalty and communicate with clients in a way that many are using every day. One NTA tour operator is using Facebook to display photos from tours.
- Continuing education — Take advantage of this network of industry colleagues to ask questions and learn from your peers.
- Promote events and specials — Facebook is a quick and easy way to let clients and colleagues know about events and discounts you are offering. It is free advertising!

How to sign up: It’s easy. Go to www.facebook.com and sign up by filling out the brief form on the homepage.

Tips for creating your profile: Because Facebook is used as a social tool for many, it may be easy to personalize your profile, but a word to the wise. Don’t put anything on your profile that you wouldn’t want a coworker or client to see. There are privacy settings available that allows you to select who of your friends can see specific sections of your profile.

Adding applications: Facebook is home to thousands of applications and you may be tempted to add them all to your profile. However, it is a good idea to be selective as to which ones you add so that you Facebook page doesn’t become too cluttered. Here is a look at some travel-related applications that may help you better communicate with clients and partners.

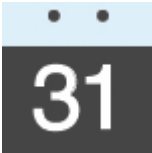


Where I've Been — 1,028,791 monthly active users worldwide

A detailed, interactive world map that allows users to show everyone where they’ve been.



Cities I've Visited — 1,909,757 monthly active users worldwide
Create an interactive travel map to pin all the cities, towns, and even suburbs you've visited all over the world and see which of your friends has traveled the most.



Days `Til Vacation — 2,029 monthly active users worldwide
Users can start the countdown to their next vacation.



Travel Bug — 181,973 monthly active users worldwide
TBs are little creatures that go on virtual journeys around the world by visiting different profiles on Facebook.



Travel Brain — 141,370 monthly active users worldwide
What do the places you've visited say about you? Travel Brain lets you show off where you've been, find out about your travel personality, compare with similar friends and see where you rank.

What is a Wall? A Wall on Facebook is like a guestbook. It is a continuous scroll of messages where you can read comments made by your friends and make comments to others. You also can chat live with friends without other users seeing.

Send a Message: Want to get an e-mail out quickly to your clients in a way they are sure to read? Send a message through Facebook. It is set up just like e-mail, and it is a more private way to communicate on Facebook.

Join the NTA group: There are numerous groups on Facebook related to your business interests. The NTA Facebook group is a venue for dialogue on both a professional and social level. Also, the group page features a list of upcoming NTA events.

Support Causes: Show your support for philanthropic groups such as Tourism Cares. By adding causes such as this to your profile, you are showing your friends and clients you are a steward of the industry.

Other statistics about Facebook:

- 15 million users update their status daily
- More than 3.5 million become fans each day
- More than 850 million photos are uploaded each month
- More than 24 million pieces of content are shared each month