

Welcome and Thank you!

2009 Orvis Endorsed Guide Rendezvous
Bozeman, Montana



ORVIS
SPORTING TRADITIONS
Since 1856

Orvis Introductions

David Perkins	Executive Vice Chairman, The Orvis Company
Jim Lepage	Vice President of Orvis Rod and Tackle
Brian Long	Senior Manager of Sporting Tradition
Jody Frederick	Administrator of Outdoor Services & Sporting Traditions
Tom Evenson	Western ELOG Director
Scott McEnaney	Eastern ELOG Director
Truel Myers	Head Orvis Casting Instructor
Tom Rosenbauer	Orvis Rod and Tackle Marketing Director
Jim Logan	Vice President Manufacturing
Steve Hemkens	Orvis Rod & Tackle Senior Product Development
Shawn Brillon	Orvis Rod & Tackle Product Development
Tim Daughton	Orvis Rod & Tackle Product Development
Bill Reed	Orvis Rod & Tackle Director of Wholesale
Mike Clough	Senior Regional Business Manager
Doug Best	Regional Business Manager
Hutch Hutchinson	Regional Business Manager
Rob Tibbett	Outdoor Manager – Orvis Retail
Robyn Gianni	Orvis Retail – Outdoor Merchandising Planner
Kerry Caragher	Orvis Retail Fishing Manager – Cherry Creek, CO
Tucker Bamford	Orvis Retail Store Manager – Englewood, CO
Adam Cook	Orvis Retail Fishing Manager – Buffalo, NY

Agenda Highlights

Wednesday, April 29th

9:00 – New Product Presentation, Feedback and Fair

12:00 – Lunch – there are a number of options in the area but please try and be back before the afternoon session begins.

12:00 – 1:30 – Pro-shop will be open. Order forms are in folder for items not available. Helios and Pro-Guide wading Jacket needs to be ordered from the form and return to Tom, Scott or Jody prior to the end of tomorrow.

1:30 – Presentations begin at 1:30

5:00 – Shuttle Bus will be available for transportation to Museum. Leave promptly at 5:15 and will return to Hotel at 7:15.

5:30-7:00 - Orvis hosted Cocktail Party and Co-sponsor Big Sky Brewing Co. and Stonefly Vineyards – Museum of the Rockies

Thursday, April 30th

7:00 - Guide Rendezvous Pro-Shop Opens

9:00 – Presentations begin.

12:00 – Lunch – there are a number of options in the area but please try and be back before the afternoon session begins.

1:00 – Presentations begin.

3:00 – Some overlap between Web management presentation and Helios Olympics

5:30 - Orvis hosted Cocktail Party – Best Western

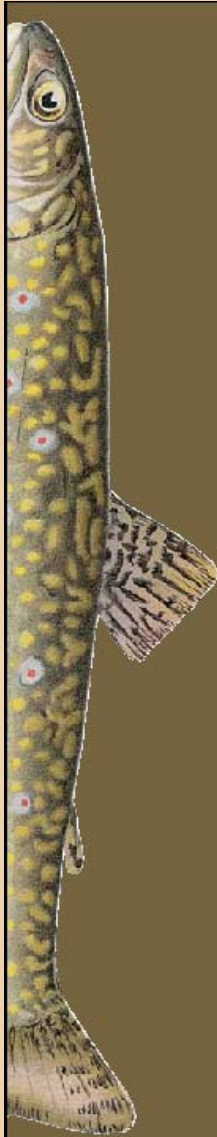
6:30 - Orvis hosted Banquet Dinner and Awards Ceremony – Best Western



Overview of what Orvis is doing to promote your business.

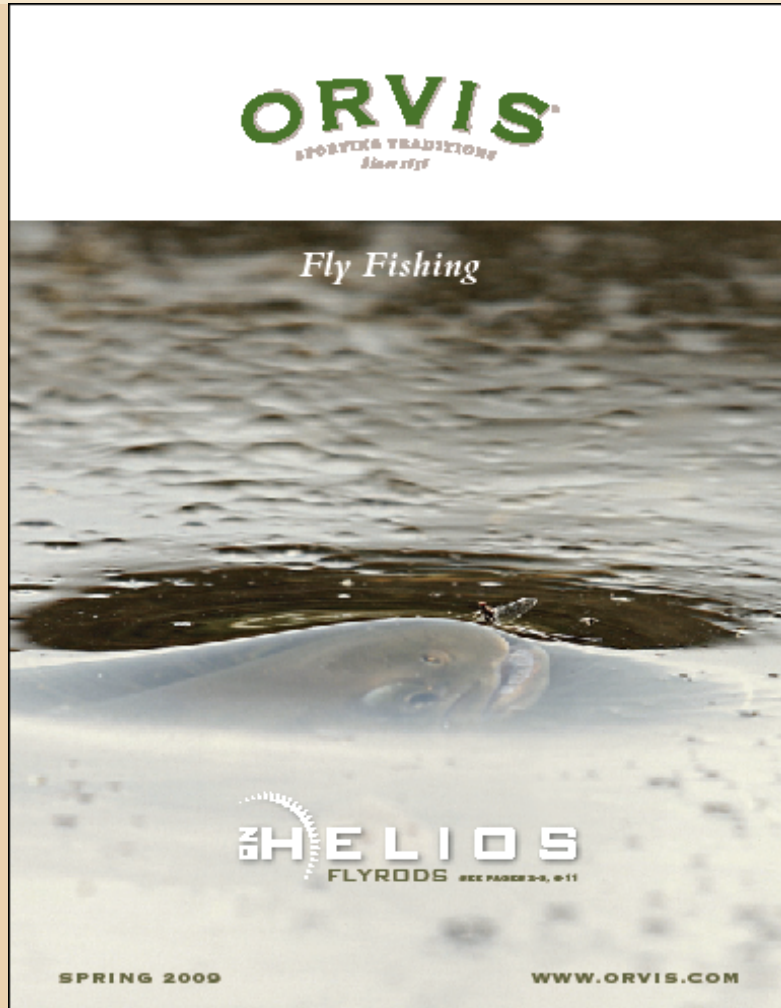
Brian Long

Orvis Endorsement Programs

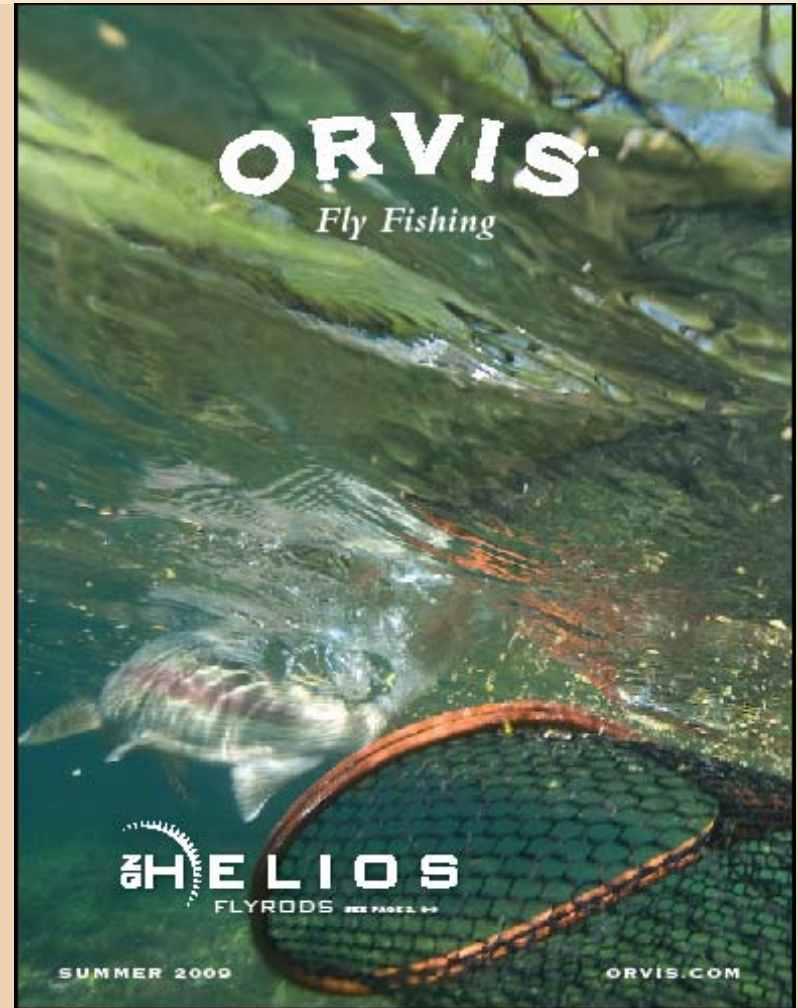


- Program was started 23 years ago
- Guides in the program account for roughly 30,000 trips per year
- Our adventure travel program services our best customers
- Main motivator for Orvis is that the program helps us in selling product
- Our guides do a great job, as evidenced by the Sporting Classics award we won for 2008. That award is as much yours as it is ours.

2009 Fishing Catalogs



- Spring Drop
- Listing on pages 108-123 of SF09
- Approximate circ. 880,000



- Summer Drop
- Listing on pages 108-123 of SF09
- Approximate circ. 550,000



Summer Fish 2009

Approximate circulation 585,000 over 5 drops

Sporting Traditions Advertisement



Orvis Worldwide



Book your dream trip today



44

Domestic and International Fishing Destinations

If you're like me, your time on the water is precious. I am fortunate to have the resources to fish most any place in the world and the ability as an angler to fish them on my own. But my experience has taught me two important things: take lessons and make use of professional guides, outfitters, and lodges.

Surfing the internet for hours hoping to find a destination right for you can be grueling. And once you get to the destination, trying to figure out new water on your own not only takes vital time away from your fishing, but if the water you planned to fish is off and you don't know your options, it can ruin a trip. Using a travel agent that doesn't specialize in fly-fishing trips can also result in disappointment.

At Orvis, we've specialized in fly fishing for 153 years. We offer you friendly, knowledgeable professionals to help you in all aspects of fly fishing and fly-fishing trips. New to the sport or want to brush up on or advance your fly-casting skills? Attend an Orvis Fly-Fishing School. Need help planning that fishing trip? We've already done the homework in finding you the best of the best in guides, outfitters, expeditions, and lodges. So whether you seek a rustic Maine setting or the height of luxury in the Seychelles, we can help you find and book the resource to meet your fly-fishing needs. Let us take the guesswork out planning your next fly-fishing trip, so you can focus on what's important: fishing and relaxing.

— Dave Perkins
Orvis Vice Chairman

800-548-9548 WWW.ORVIS.COM

Orvis Fly Fishing Schools

Learn to fly fish, improve your fly-fishing skills, and open a world of excitement. It's fun and easy. Our schools are set in spectacular settings such as Manchester, Vermont, Barnley Gardens in Georgia, Sandanona in Millbrook, NY, and Ocean Reef in Key Largo, FL. Each locale offers plenty of amenities, restaurants, shops, and outdoor activities for you, your spouse, and the entire family.

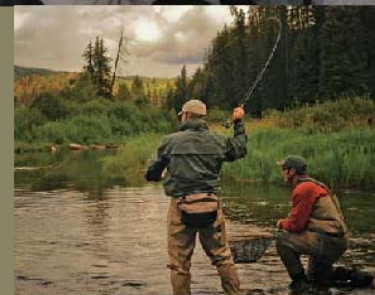
In just 2 days you'll learn casting skills quickly and easily from the world's most enthusiastic and knowledgeable instructor. Plus secrets and techniques for successful fly fishing, anywhere; for brook trout or bass in your hometown stream, to bonefish in Belize or big brown trout in New Zealand. Our schools also make great gifts for a spouse or child. And we now offer a Women-Only School (with complimentary wine tasting) and a Parents/Child School. Call 1-800-235-9763 or visit www.orvis.com/schools

Orvis Wingshooting Schools

Let our professional and personable instructors help you hone your skills or learn new ones as they have for more than 8,400 shooters over three decades. After a one- or two-day school, you'll possess a solid skill foundation applicable to upland hunting, waterfowling, or sporting clays.

For reservations and information call toll-free 866-531-6313
www.orvis.com/schools

5% OF OUR PRETAX PROFIT GOES TO CONSERVATION



45

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SPORTING TRADITIONS
Since 1856

ORVIS News

- Complete Listing in two of the 5 issues
- Circ approximately 180,000 per issue

PAGE 30

Orvis Endorsed, Guest Approved The Best Fishing Experiences in North America Begin Here.

Fishing trips are too precious to not put them in the hands of the world's most experienced, professional, and personable guides and lodge owners. Last year marked our 21st anniversary of endorsing the finest world-class fishing experiences. It was more than two decades ago that we first sought out the best fishing operations in the most exceptional fishing areas of North America. The result was the Orvis-Endorsed Lodge, Outfitter, Expedition, Guide Service, and Guide Program. Each endorsed operation has its own character, but all share the same high standards: great service, great fishing, and an experienced, professional staff. These standards of excellence are continually

reviewed by the Orvis staff and evaluated by visiting guests in post-visit critiques sent directly to Orvis. Orvis-Endorsed operations cater to every ability, from beginner to expert. Whatever you're looking to do, the place to start is www.orvis.com/endorsed. There, you'll find complete details on, and links to the 200+ operations Orvis endorses, organized by country and state. Or call 800-876-9097. We'll be happy to help you with your choice.

KEY TO SERVICES

- Lodges offer:**
- Complete extended-stay service
 - Quality cuisine
 - Complete fly shops
 - Knowledgeable, professional guides
- Lodge accommodations:**
- Lodge Bins Category | L**
Dedicated personnel with comfortable, attractive facilities and the sophistication of the finest resort lodges.
- Lodge Green Category | L**
Comfortable accommodations that reflect a simpler time. Best for anglers who focus on exceptional fishing resources.
- O | Outfitters offer:**
- Full-service fly shop
 - Knowledgeable professional guide
 - Incremental full- and half-day fishing experiences
 - In-depth knowledge of and access to, area fishing

ORVIS NEWS

- E | Expeditions offer:**
- Complete outfitting of extended wilderness trips
 - Quality guides and support staff
 - Comfortable remote base camps
- GS | Guide services offer:**
- A choice of skilled guides
 - Incremental full- and half-day fishing experiences
 - In-depth knowledge of, and access to, area fishing
- G | Guides offer:**
- Incremental full- and half-day fishing experiences
 - In-depth knowledge of, and access to, area fishing

<p>Alabama</p> <p>O THE OUTFITTER CENTER AT THE WHARF Orange Beach, AL 36561 251-333-5017 or 251-228-1906 www.wharfal.com</p> <p>O CAPT. DAN HOLMICH Fatche, AL 36525 251-423-8747 http://www.fatcheholmich.com</p>	<p>Arkansas</p> <p>O JOHN GULLY Arkport, AR 72009 870-696-7517 www.flyguide.com</p> <p>O JAMIE ROUGE Mable Spring, AR 72450 501-250-1751 www.jamierouge.net</p> <p>O KEVIN MARSH Nathan, Arkansas and Northwood, Arkansas 479-201-9111 or 800-953-6647 www.springcreekflyshop.com</p>	<p>O WILLOW FLY ANGLERS Almond, CO 81016 888-761-8188 (3745) or 970-641-1343 www.fisherman.com</p> <p>GO TELLURIDE FLY FISHERS Telluride, CO 81415 970-734-5640 www.tellurideflyfish.com</p>	<p>G CAPT. DUANE BAKER Tomball, TX 28070 361-855-9100 www.bayshoreguide.com</p> <p>G CAPT. ALBERT POZIO Tomball, TX 28070 361-743-4874</p> <p>G CAPT. CLIFF BUDD Tomball, TX 28070 361-745-9178 www.seacoast.net</p> <p>G CAPT. STEVE HOROWITZ Tomball, TX 28070 954-923-8993 www.fishfishing.com</p>	
<p>Alaska</p> <p>L ALASKA SPORTSMAN'S LODGE Ketchikan, Alaska, AK 907-575-7660 or 888-828-7272 www.alaskasportsmans.com</p> <p>L ALASKA'S VALHALLA LODGE Tomball, Alaska, AK 907-543-6966 Fax: 907-543-6965 www.valhallaalaska.com</p> <p>L ALASKA'S BOARDWALK LODGE Peters of White Island, AK 907-566-3918 or 877-829-3918 www.boardwalkalaska.com</p>	<p>California</p> <p>L OASIS SPRINGS FLY FISHING LODGE Troyes, CA 94775 906-226-5454 www.oasisflyfishing.com</p> <p>O FRANK R. PISCIOTTA Troyes, CA 94775 510-287-7533 www.opfsfly.com</p> <p>O JIMMIE MORALES Blue Lake, CA 95064 531-633-7561 www.alaridflyfishing.com</p> <p>O JAGOR GRUPP Carmel, CA 94045 835-439-2879 www.jagor.com</p>	<p>Connecticut</p> <p>O MOUNTAIN WILDOGS FLY SHOP Canaan, VT 05745 800-477-6361 www.flyfisher.com</p> <p>O BOB KNEELAND Salem, MA 01925 617-338-3393</p> <p>G CAPT. PAUL KOOPMANN SALTY FLIES CHARTERS Rye, NY 10985 315-561-9883 www.saltyfly.com</p>	<p>Florida</p> <p>L THE MADONNA HOTEL AND CAFE MADONNA Key West, FL 33049 305-332-1979 or 800-889-4631 www.madonna.com</p> <p>L THE WATER COOLERS INN AND RESORT Sarasota Beach, FL 33439 888-426-2025 or 813-551-5663 www.watercoolers.com</p> <p>O OLD FLORIDA OUTFITTERS Sarasota Beach, FL 33439 850-531-4543 www.oldfloridaflyfishing.com</p>	<p>Georgia</p> <p>GE RIVER THROUGH ATLANTA GUIDES Roswell, GA 30075 770-453-3030 www.rivthruatlanta.com</p> <p>GE ST. SIMONS OUTFITTERS 904-937-0343 (Outside of the State) 911, St. Simons Island, GA 31522 912-638-2644 www.stsimonsflyfishing.com</p> <p>O TODD ROGERS Savannah, GA 31470 229-994-9470 www.toddsflyshop.com</p>
<p>Colorado</p> <p>L ELK HARBOR LODGE Silverthorn, CO 80459 800-723-5633 or www.elkharbor.com</p> <p>L THE HONE BARNCH Chick, CO 80403 970-878781 www.honebarnch.com</p> <p>O ANGLES & COVEY Crested Butte, CO 81626 719-471-2964 or 813-75-21281 www.anglesandcovey.com</p>	<p>Colorado</p> <p>O BRAWLERS, LLC Siltia, CO 81351 719-259-4221 www.brawlers.com</p> <p>O BLUE OYLER ANGLER Braggton, CO 80439 303-474-8714 or 800-455-5133 www.blueoyler.com</p> <p>O BRECKENRIDGE OUTFITTERS Breckenridge, CO 80424 719-536-6776 www.breckenridgeoutfitters.com</p>	<p>Florida</p> <p>O BLUE OYLER ANGLER Braggton, CO 80439 303-474-8714 or 800-455-5133 www.blueoyler.com</p> <p>O NATURE COAST FLY SHOP Cypress River, FL 34629 352-753-1361 www.naturecoastflyshop.com</p> <p>O THE SALTWATER ANGLER WORTH RESORT MARINA Key West, FL 33004 800-223-0291 www.saltwaterangler.com</p>	<p>Georgia</p> <p>GE SOUTHERN ANGLER FLY & LIGHT TACKLE Savannah, FL 31497 772-223-1360 or 866-656-4833 www.southernangler.com</p> <p>GE SHALLOW WATER EXPEDITIONS GUIDE SERVICE Sarasota Beach, FL 33439 850-534-6167 www.shallowwaterexpeditions.com</p> <p>GE GRANDE LACS OUTFITTERS Orlando, FL 32817 321-388-7348 or 407-353-4960 www.grandelacs.com</p>	<p>Idaho</p> <p>L FLYING & BARNCH Buhl, ID 83426 900-472-1945 www.flyingsandbarnch.com</p> <p>L THREE RIVERS RANCH Mesa, ID 83445 208-453-3750 www.threeriversranch.com</p> <p>L WAPITI MEADOW RANCH Coeur d'Alene, ID 208-663-3171 www.wapitimeadow.com</p>
<p>Arizona</p> <p>GO THE HOOK UP Phoenix/Mesa/Scottsdale, AZ 482-412-3474 or 888-899-4655 www.thehookup.com</p> <p>O DAVE FOSTER Lavey, AZ 803-533-7339 or 952-665-9255 www.fostersflyfishing.com</p>	<p>Arizona</p> <p>O BRECKENRIDGE OUTFITTERS Breckenridge, CO 80424 719-536-6776 www.breckenridgeoutfitters.com</p> <p>O FLY FISHING OUTFITTERS Scottsdale, AZ 85258 803-595-9091 or 970-476-5474 www.flyfishingoutfitters.com</p> <p>O KINLEY OUTFITTERS Boulder, CO 80504 803-442-7033 or 303-443-6204 www.kinleyoutfitters.com</p>	<p>Arizona</p> <p>O BRECKENRIDGE OUTFITTERS Breckenridge, CO 80424 719-536-6776 www.breckenridgeoutfitters.com</p> <p>O FLY FISHING OUTFITTERS Scottsdale, AZ 85258 803-595-9091 or 970-476-5474 www.flyfishingoutfitters.com</p> <p>GE SHALLOW WATER EXPEDITIONS GUIDE SERVICE Sarasota Beach, FL 33439 850-534-6167 www.shallowwaterexpeditions.com</p> <p>GE GRANDE LACS OUTFITTERS Orlando, FL 32817 321-388-7348 or 407-353-4960 www.grandelacs.com</p>	<p>Idaho</p> <p>L THE LODGE AT FALLOODGE CROSS Coeur d'Alene, ID 83426 900-472-1945 www.flyingsandbarnch.com</p> <p>L THREE RIVERS RANCH Mesa, ID 83445 208-453-3750 www.threeriversranch.com</p> <p>L WAPITI MEADOW RANCH Coeur d'Alene, ID 208-663-3171 www.wapitimeadow.com</p>	

Call 1-800-548-9548 or visit www.orvis.com to place an order.

Who does the Orvis News Reach?

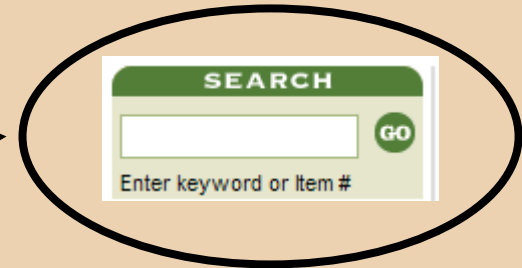
- A passionate, dedicated fly fisherman and/or wingshooter
- \$150,000 annual income, above avg. disposable income
- 57% vacation at least 3 weeks a year
- 41% vacation 4+ weeks a year
- 65% take at least one fly-fishing vacation a year
- 48% take at least one hunting trip a year
- 33% call an ELOG after reading the Orvis News
- 50% of fishing news readers wing shoot

Complete Listing



In 2008 we optimized the search for ELOG on www.orvis.com

The screenshot shows the Orvis website homepage. At the top, there is a navigation bar with links: Home Page, Catalog, Quick Order, Stores, My Account, Basket / Checkout, and Customer Service. Below this is a secondary navigation bar with links: Men's, Women's, Travel, Luggage, Fly Fishing, Hunting, Dogs, Gifts, Distinctive Home, Personalized, and Sale Outlet. The main header features the Orvis logo and a 100% Satisfaction Guarantee. A search bar is located on the left side, with a 'GO' button. Below the search bar is a 'SHOP BY DEPARTMENT' section with a list of categories: Men's Clothing, Women's Clothing, Travel Clothing, Luggage, Fly Fishing, Hunting, Dogs, Gifts, Distinctive Home, and Sale Outlet. The main content area features a large banner for 'Summer Preview - see our newest styles.' with a fishing scene and the text 'Gear up for fishing season with 40 NEW items'. Below this are three smaller promotional banners: 'Men's' featuring 'Heathered Cotton Polo' shirts, 'Women's' featuring 'Buy 2 Care-Free Shirts, Save \$10', and 'Dogs' featuring a 'Therapeutic Bolster Bed With Memory Foam'. At the bottom, there is a 'Basket Preview' section showing '0 Items in your Basket' and '0 Recently Viewed Items', a 'Gift Registry' section, and an 'ORVIS E-NEWS' section for email sign-up.



- Orvis.com has over 15,000 pages attracting 6.8 million customers and generates 550,000 orders per year.
- An average of 30% of customers go straight to the search box
- Search field optimization on www.orvis.com
- All ELOG operations are now searchable from any page on the site.
- Content on these pages are also now optimized

ORVIS
100% Satisfaction Guaranteed

Home Page | Catalog | Quick Order | Stores | My Account | Basket / Checkout | Customer Service

Men's | Women's | Travel | Luggage | Fly Fishing | Hunting | Dogs | Gifts | Distinctive Home | Personalized | Sale Outlet

Orvis Fishing Schools *Bring a friend for half price!*
Limited time offer expires 8/30/06. **Save up to \$335**

Orvis-Endorsed Fly Fishing Operations

Discover the Best Fly-Fishing Experiences in North America.

Click a state on the map below and start planning your next fly-fishing adventure today!

For more than two decades, our Orvis-Endorsed Lodge, Outfitters, Expedition, Guide Service, and Guide Program has made planning a world-class fly fishing experience easier for our customers. How? We locate and research the best fly-fishing operations in the most exceptional fishing areas of North America for you. Each endorsed operation has its own character, but all share the same high standards:

- superb service
- a great and often world renowned fishery
- personable, knowledgeable, and professional guides and staff

All are continually reviewed by the Orvis staff and evaluated by visiting guests in post-visit, critiques sent directly to Orvis.

Orvis-Endorsed operations cater to every ability from beginner to expert. Call us today at 800-376-6067 or 800-548-9548 or e-mail us at: fishing@orvis.com - we'll be happy to help you with your choice.

Rocky Mountains | **West Coast**
Southeast/South Central | **Northeast**

Orvis Endorsed Fly-Fishing Lodge of the Year **Eagle Nest Lodge**

FREE STANDARD SHIPPING with the Orvis Rewards Visa

[More Info](#) [APPLY NOW!](#)

Orvis Gift Cards

- Page Title and Subhead have been optimized for SEO purposes
- Complete re-design of page with a freshened map, SEO text below the map and searchable geographical regions
- Average traffic now includes 10 – 12,000 sessions (people who spend a quantifiable amount of time on the page) per month. This number has increased by 10% in each of the last 2 years. We expect that number to be even larger with the addition of SEO to all ELOG pages (including yours).
- Listen to Jeremy. Install GOOGLE Analytics on your computer and review where your clicks are coming from. I can say with all confidence that Orvis will be in your top 3 refer sites. The rest is up to you.

Orvis Schools



- Started in 1966 in Manchester, Vermont.
- 33,500 students and still counting!
- 1,700 students last year alone.
- You are the next step in the experience
- ELOG is mentioned and brochures are handed to all attendees.

Sporting Traditions E-News

ORVIS *We're with you every step of the way*

[Men's](#) | [Women's](#) | [Travel](#) | [Luggage](#) | [Fly Fishing](#) | [Hunting](#) | [Boats](#) | [Gifts](#) | [Home](#) | [Personalized](#) | [Sale/Outlet](#)




THE ORVIS EXPERIENCE
WE'RE WITH YOU EVERY STEP OF THE WAY

Just starting your adventures in fly-fishing life?

Have you been living the life for years and are ready to take it to the next level of skill and adventure? Perhaps you're a seasoned saltwater angler looking to try your hand at trout, or a trout bum looking to learn about bonefish on the flats?

Whatever your interest and skill level, Orvis can help you as no other fly-fishing company can. We've been at it 152 years, and we know that fly fishing is more than just moments on the water—it's a way of life. We're dedicated to making every aspect of that way of life more enjoyable, successful, and memorable for you. That's why we're with you every step of the way.

 **▶ Sign up for fly-fishing school**

 **▶ Gear up with our complete fly-fishing packages**

 **▶ Get out there with an Orvis-Endorsed guide**

Orvis covers your fly-fishing experience from beginning to end. And beyond.

We'll put you into the right gear, get you to the best fishing destination, provide the best tips and advice, and if you ever need us, an Orvis dealer or retail store is always close by.

ORVIS
Gear & Clothing
we'll outfit you for every type of fishing

Books and Advice
in-house authors like Tom Ravenbauer have all the info you'll need

International Travel
we'll take you to the best fly fishing around the world

500 Orvis Dealers
39 Retail Stores
when you get home again, we're there, too

FLY FISHING WITH ORVIS. IT'S A WAY OF LIFE.

- Sporting Traditions E-News Sent to entire customer list – 800,000 subscribers
- Another send scheduled for May of 2009

2009 Orvis ELOG Brochure

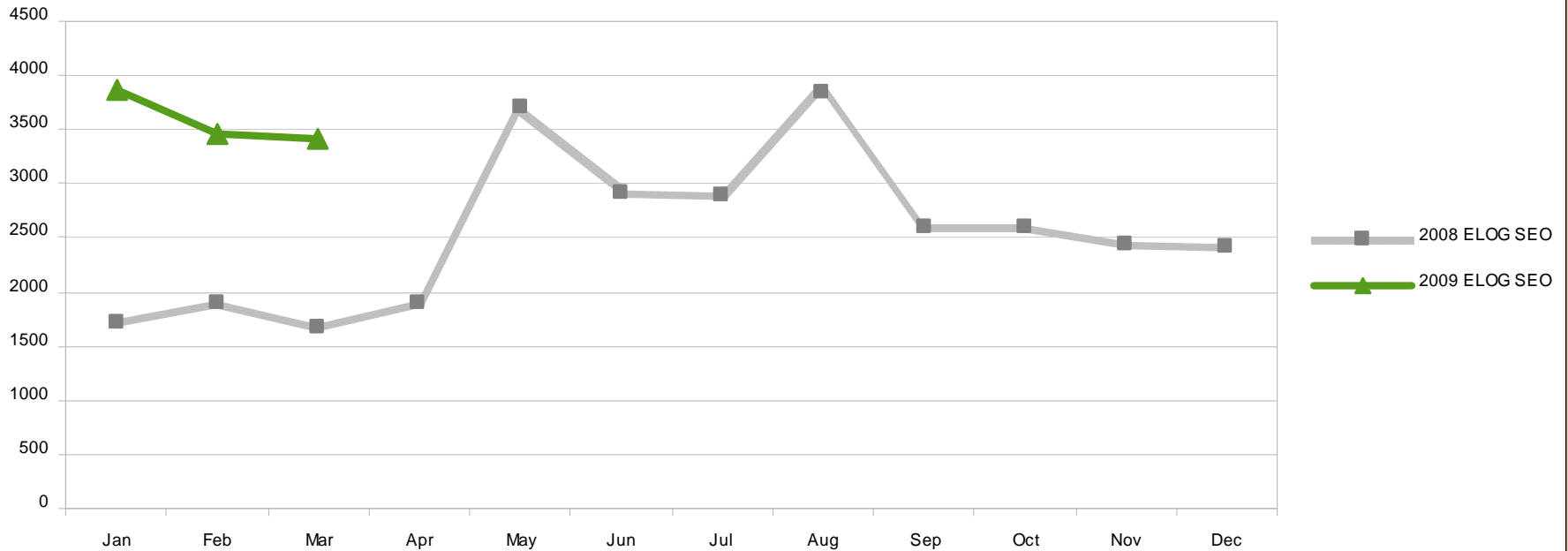


- Distributed in 42 Corporate Retail Stores
- Distributed by Michelle Carter in Roanoke to inquiries
- 2,750 Sent to *The Angling Report* for insertion into their January Send
- 250 Sent to each of our stores in the United Kingdom

Search Engine Optimization

- All of our targeted key terms for Endorsed Lodges, Outfitters and Guides rank better on Google in 2009 than they did in 2008. This has led to a 180% growth in natural search traffic to our endorsement pages. This process was started in May of 2008, and the growth has continued.
- Growth for January – March 2009 is 104% over LY for the same time period

ELOG SEO Traffic by Month vs. LY



2009 New Product Presentation

Jim Lepage

Jim Logan

Steve Hemkens

Shawn Brillion

Tim Daughton

Tips on Photography

Tom Rosenbauer

Anatomy of a Stream – Foundation elements you should know as a professional guide

Clint Packo

and

Luke Kelley

Casting Workshop – How to Teach casting on the water.

Truel Myers

and

Hutch Hutchinson

Welcome Day 2

2009 Orvis Endorsed Guide Rendezvous Bozeman, Montana



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Know Your Insects –
What you should know as a
professional fly fishing guide.

Robert Younghanz,
Entomologist and ELOG
guide, Anglers Covey

Orvis Conservation



Dave Perkins

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Orvis Continuing Education Seminars

Conservation Panel Discussion – You can make a difference.

Laura Zeimer - Director of TU's Montana Water Project

Joel Webster - Theodore Roosevelt Conservation Partnership, Western Campaigns Director

Kendall Van Dyk - TU's Western Energy Coordinator, Montana House of Representatives

Bob Wiltshire - Executive Director of the Center for Aquatic Nuisance Species

Tim Linehan – Owner/operator Linehan Outfitting

Orvis Continuing Education Seminars

Best Practices Panel Discussion

- Pat Dorsey* - Head Guide from the Blue Quill Angler - Evergreen, CO
- Brandon Boedecker*- Owner/operator PRO Outfitters and the North Fork Crossing Lodge - Helena/Ovando, MT
- John Herzer*- Owner/operator Blackfoot River Outfitters - Missoula, MT
- Chris Taylor* - Owner/operator Fisheads of the San Juan River - San Juan River, NM
- Tom Evenson* - Western ELOG Director, The Orvis Company

Orvis Continuing Education Seminars

Best Practices Panel Discussion

- * **Orvis Endorsed Guide Manual**
- * **Managing Customer Expectations**
- * **Managing Difficult Clients**
- * **Ensuring repeat customers**
- * **What you do to WOW your clients before, during and after the trip**
- * **Guiding your clients through Product purchasing decisions.**

Web Analytics



Jeremy Cameron

Web Based Management Systems

Mike Dawes

and

Jim Hickey

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