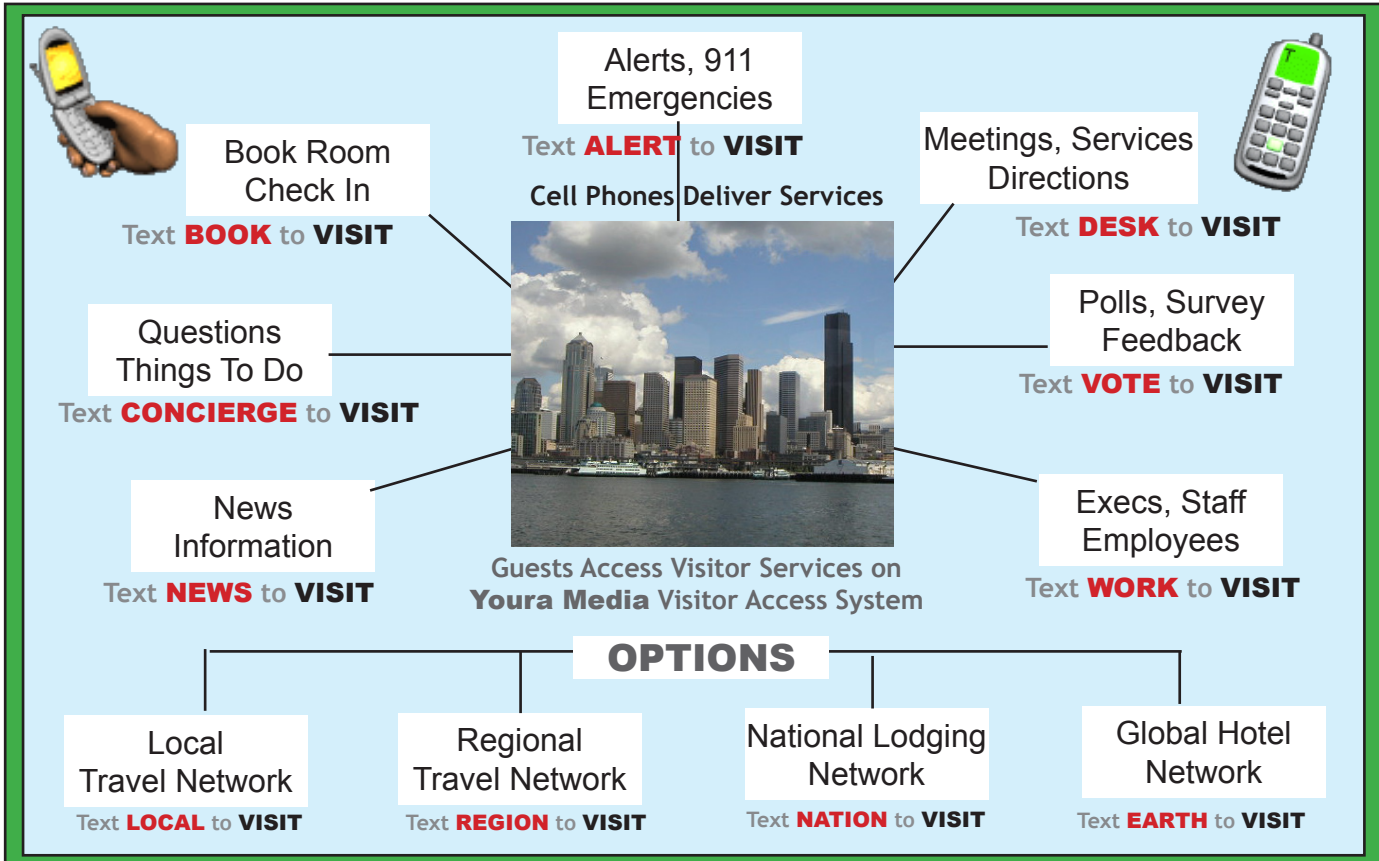


Tourism Taps Services on Cell Phones



Offer OPT-ins on **ALL** services. "Calls to Action" create data base for tourism subscribers

AROUND TOWN

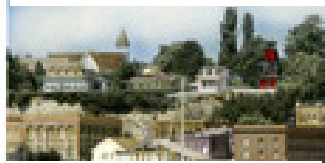
Text **DESK** to **VISIT**



Billboards

Text **VISIT** to **VISIT**

TV COMMERCIALS



Text **BOOK** to **VISIT**

Radio Ads

Text **BOOK** to **VISIT**

Print Ads

Text **DESK** to **VISIT**

