



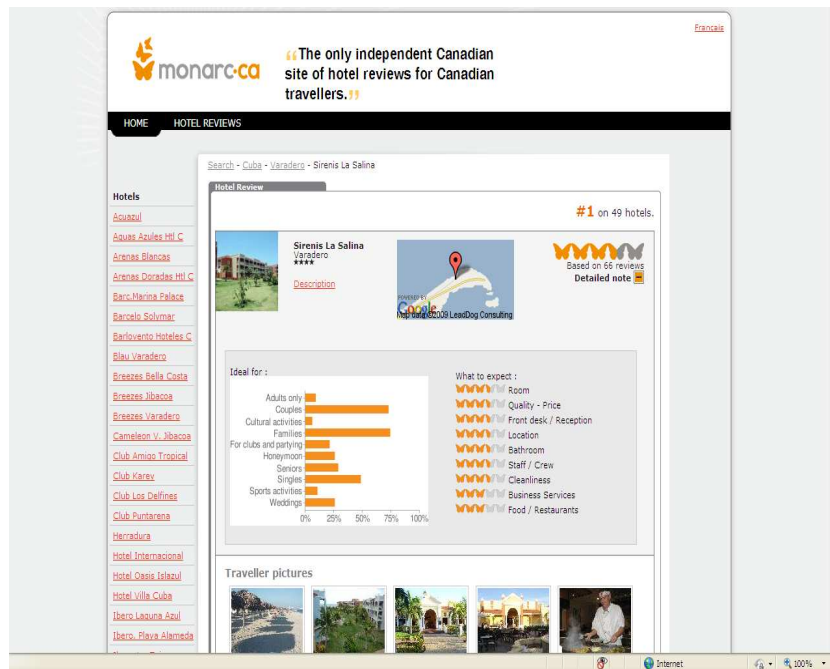
THE MOST IMPORTANT CANADIAN
« **HOTEL & RESORT REVIEW** »
SITE
FOR CANADIAN TRAVELLERS



PRESS KIT 2012



Monarc.ca in 4 points:



1. Monarc.ca is owned by Softvoyage Inc, the single largest Travel Technology provider in Canada. (www.softvoyage.com)
2. Monarc.ca is the only site in its kind in Canada that guarantees you will find real reviews from actual travellers.
3. Monarc.ca is the only site that presents hotel & resort reviews written by Canadians for Canadians on products purchased in Canada
4. Monarc.ca is the only site that presents hotel & resort reviews that adequately reflect the consumption needs of Canadians.



A Rich and Certified Content



1- Canadian Travelers who purchased their trip from one of Canada's largest online travel agency websites will receive by email two days after their return from holiday a form containing his or her own name, destination, hotel name and length of stay for the trip they recently completed.

2- Trip data is directly extracted from booking records and can not be altered or falsified in any way. Data extraction and communication process is performed on highly secure platform.

3- Travelers have the option of returning the completed form or not. Review forms can only be sent out once.

4- Reviews are then accepted or rejected in their entirety without a single word changed.

This process insures that all reviews displayed on Monarc.ca are those of real travelers who actually visited the property reviewed.



What is Monarc.ca:

More than 1,500 hotels in the most popular sun destinations for Canadians (*Cuba, Dominican Republic, Mexico, Jamaica, Aruba, Turks and Caicos, Bahamas, Colombia, Barbados, Costa Rica, Honduras, Nicaragua, Panama, El Salvador, Venezuela, but also Florida, Hawaii or Las Vegas...*)

250 new certified reviews coming from the 4 corners of the country each day

Research tools that are quick and easy to use

Instantly and constantly updated information

In operation since October 1st 2009

Over 50,000 reviews

Reviews come from more than 700 Canadian cities

70% come from major cities in Canada

70% are in English 30% are in French

Demographic (*Source : Comscore Media Jan 2011*)

98% of visitors are Canadians

48% Male 18-45

52% Female 18-45

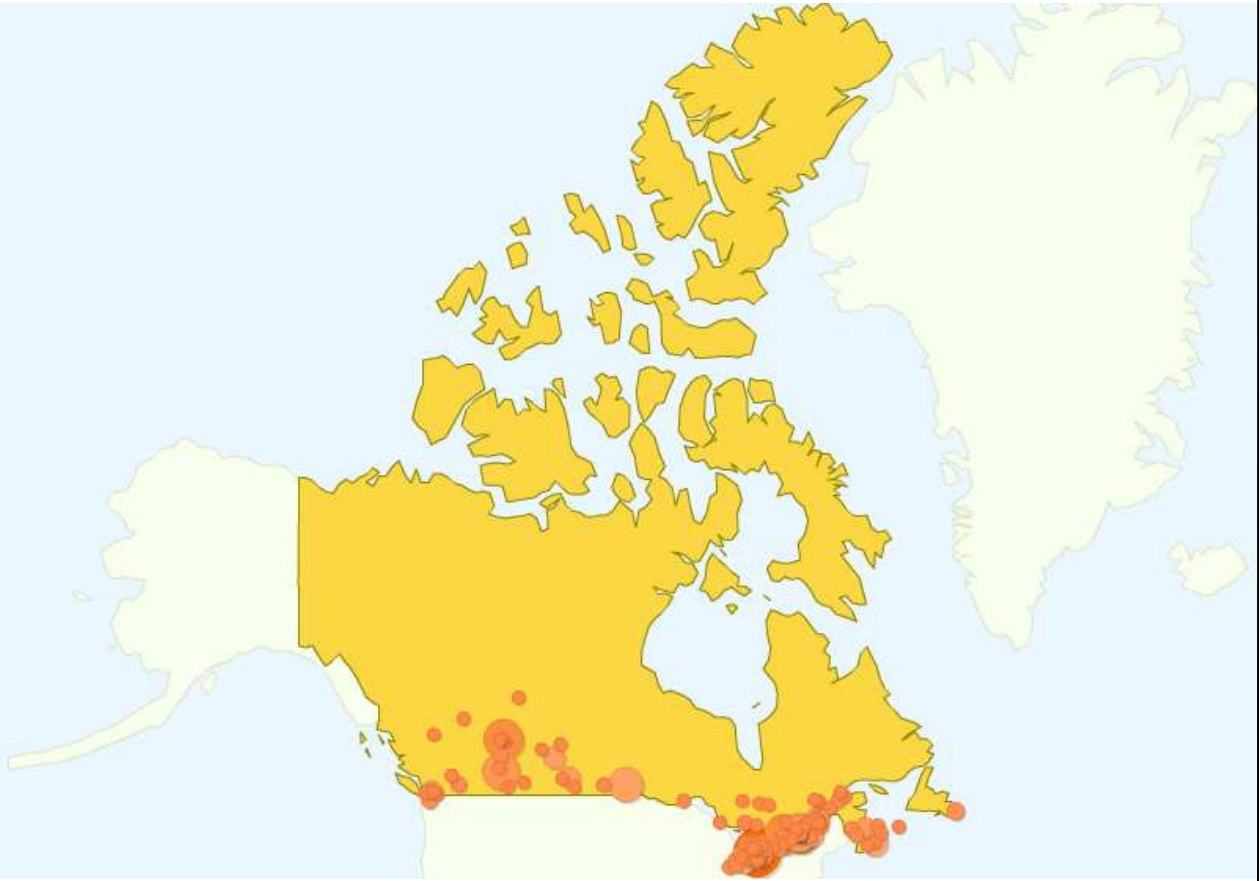
Income \$50 000 +

Region: 38% Ontario – 24% Quebec – 30% Prairies and Western Canada – 8% Atlantic





Why advertise on Monarc.ca ?



To reach thousands of potential Canadian Travellers

To be front and center with people shopping for travel right now

Monarc.ca Reviews are displayed on major Travel agencies and Tour Operators websites across Canada such as...(www.itravel2000.com – www.selloffvacations.com – www.flightcenter.ca – www.uniglobetravel.com – www.searstravel.ca – www.caa.ca – www.flightnetwork.com – www.voyagesendirect.com – www.voyagesbergeron.com – www.vacancestrmr.com ...) and many others.

Statistics for January 2012 :

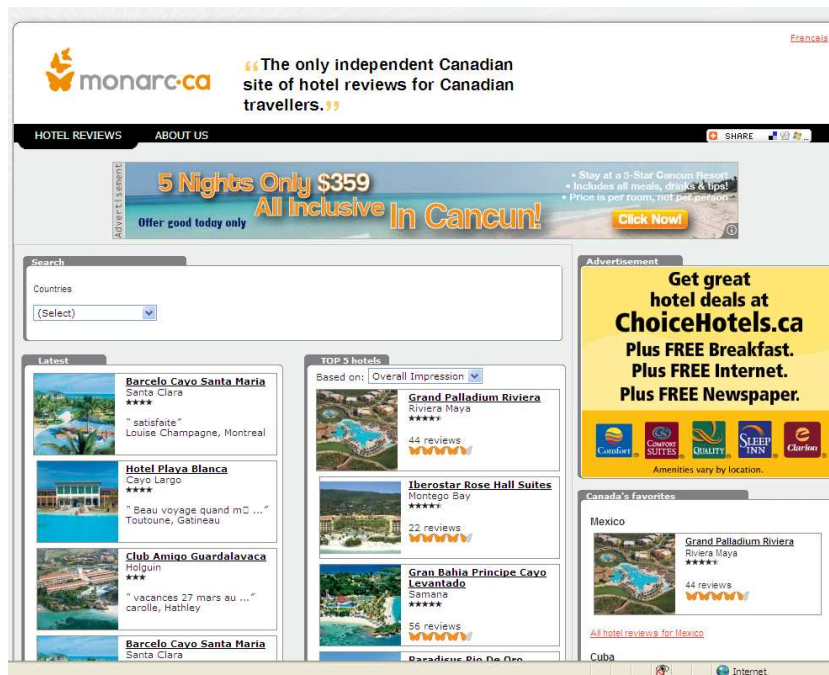
450,000 visits per week

50,000 unique visitors per day

1,000,000 pages viewed per week

Average time spent on Monarc.ca is 7 minutes per visitor

ADVERTISING



The screenshot shows the monarc.ca website interface. At the top, there is a search bar and a navigation menu. A large banner at the top right promotes a 5-night stay for \$359 in Cancun. Below this, there are sections for 'Latest' and 'TOP 5 hotels' with various hotel listings including Barcelo Cayo Santa Maria, Hotel Playa Blanca, Club Amigo Guardalavaca, Grand Palladium Riviera, Iberostar Rose Hall Suites, and Gran Bahia Principe Cayo Levantado. A prominent advertisement for ChoiceHotels.ca is displayed on the right side of the page, offering free breakfast, internet, and newspaper.

Leader
(Top of page)
728 x 90

Big box
300 x 250

2 types of banners :

Leader (Top of page) 728 x 90

Big box 300 x 250

Banners in Flash : maximum size 1 Mo

Banners in gif or jpeg : maximum size 50 Ko

Directly on www.monarc.ca

On the popups of the participating travel agencies