

GALAVANTE

T R A V E L F O R T H E W O R K I N G J E T S E T

GALAVANTE FACT SHEET

Overview: Galavante is the first editorial-based, luxury travel website featuring targeted travel reviews, special interest travel articles, as well as fashion, food and home entertainment recommendations.

- Galavante's contributing writers are jet-setters themselves, living the working jet-set lifestyle, and understand the difficulties in planning a vacation around a busy work schedule and the sheer lack of time to travel outside of their work weeks. Founder and Co-Founders combined have been to over 20 countries this year.
- Galavante speaks to the business professional in his/her 30s and 40s.
- Each week Galavante highlights a new travel destination that could be the inspiration for a perfect last-minute weekend getaway or future trip.
- Galavante offers a travel forum for members to write reviews based on their insight and experience from their own trips.
- Galavante is the first up-market travel site to offer a *Families* section, catering to the needs of jet-setting families - from hotel accommodations and amenities to finding the perfect playground and kid-friendly restaurant at any given destination.
- Galavante is free to members who subscribe. Members are sent special invitations to join from Galavante staff, and can then invite their friends and family to join as well.

Galavante Content:

- "Home Page" highlights a new destination weekly, ideal for a long weekend trip. The Home page also provides contests, videos, and links to the entire site. Also include the daily travel blogs, celebrity travel, and 2012 Travel Lists.
- "Destinations" offers members' insider coverage from around the world consisting of information about local and global destinations.
- "Cooling Your Jets" brings the flavors of the world's cuisine to your kitchen, with travel inspired recipes for home entertaining.

- “Best of the Best” provides members access to extraordinary reviews of where to go, where to stay, and what to eat and drink at extraordinary destinations around the world.
- “The Goods” gives members a look at the best in fashion and goods, from what to buy prior to your trip and during. Goods range in price from reasonable to the ridiculous.
- “Families” highlights kid friendly itineraries and recommendations written by real Galavante moms.
- “Travel Reviews & Forum” offers trusted travel recommendations from Galavante members. Reviewers can share their travel experiences, by invitation from Galavante staff, or by applying to the website to become a reviewer.