

TRAVEL MORE FOR LESS

4 Strategies for Slashing Travel Costs

**A Special Report By
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Dear Traveler,

First of all, I want to thank you for taking time to download and read this special report.

The goal in creating this report was simple: help you become a supersaver on airfare, accommodations, vacation packages, cruises, tours and many other travel-related services.

The strategies contained in the short report have helped me save a lot of money. They can help you save, as well.

Taking advantage of opportunities to save is an intelligent move. In [The Millionaire in You](#), Michael Leboeuf, a former business professor who retired at 47, shares "ten things you need to do now to have money and time to enjoy it". One of Leboeuf's "laws" is that you need to...

...be a supersaver instead of a big spender.

Cutting travel costs, however, doesn't mean cutting travel benefits. You don't have to suffer to save. This guide is not about sleeping on overnight trains or in airports to avoid paying for lodging. How can you enjoy your journey with an aching back and a pounding headache?

Travel More for Less provides you with four simple strategies that anyone can implement to drastically reduce travel expenses without giving up comfort and safety.

4 Strategies for Slashing Travel Costs

- ***Alternative Accommodations***
- ***Start Your Own Price War***
- ***Become a Travel Insider***
- ***Become a Travel Expert***

If you enjoy traveling, then get ready to travel more for less.

Strategy #1: Alternative Accommodations

What comes to your mind when you think about vacation accommodations? Hotels? Resorts? That's what the majority of people think about when they consider places to stay.

Hey, these are great options and you can often find good deals on them. However, there are a wide variety of other accommodations available, many of which offer prices below what you pay on hotels and resorts.

Alternative accommodations include, but are not limited to,

- ✦ **campgrounds and convents;**
- ✦ dorm rooms and dude ranches;
- ✦ **hostels and houseboats;**
- ✦ motels and monasteries;
- ✦ **temples and time-shares.**

Now, you probably wouldn't even think of staying at some of the accommodations on the list. They're not for everyone. A few are reserved for those with an adventurous spirit who like to "rough it". There are, however, a couple of options that any single, couple or family would enjoy. What are they? Let's take a look.

➔ Serviced Apartments

Why limit yourself to four walls and a bed when you can experience a fully-equipped apartment. Many serviced apartments offer a lot of the same amenities you find at top-notch hotels.

When you choose a serviced apartment, you get...

- ✦ **Greater physical space**
- ✦ "Home away from home" atmosphere
- ✦ **Fully equipped kitchen (less spent at restaurants)**
- ✦ Greater cultural experience (inside look at how people live)
- ✦ **Savings of 15-30% over an equivalent standard hotel!**

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You can rent an apartment for a year, a month, a week or, even, one night.

While web sites that offer online reservation of hotels and resorts are a dime a dozen, serviced apartment web sites are a little harder to find. One that I have found to offer a large selection of options and efficient customer service is [Apartment Service](#)

[Apartment Service](#) was the first UK company to offer a global apartment reservations network for serviced accommodation. They now offer serviced apartments in over 700 locations worldwide.

➔ Home Exchange

Home exchanges offer many of the benefits that you get when renting an apartment and then some. What are the extra benefits?

One, you **pay nothing for your lodging**. Instead, you agree to let the owner of the home stay at your place.

Two, it's common to **exchange vehicles** as well. Not only do you save on accommodations but also there is no need to rent a car, saving you even more money.

Three, a house will normally have **more space** than an apartment. This is great if you're traveling with your family.

Finally, you have **greater privacy** in a home than in an apartment. You're not likely to run into the neighbors as you come and go although you may want to get acquainted with them anyway.

You get all this and great savings, too.

In a survey of seniors who participated in a home exchange, 29 percent estimated they saved between \$500 and \$1000, 36 percent said they saved between \$1000 and \$2000 and 32 percent claimed **savings of more than \$2000**. (Source: [SeniorsHomeExchange](#))

The "Down Side"

For all the benefits apartments and home exchanges offer, there are a couple of "disadvantages".

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One, you won't find many of the amenities that are common at hotels and resorts (or, even, at many serviced apartments). There will be no free continental breakfast, no room service, and no recreational director.

Whether you have a whirlpool spa, swimming pool, gym, game room, etc. will depend on the home you stay in.

Two, someone you don't know will stay in your home. If you can't stand the thought of "strangers" staying in your home and using your things, a home exchange probably isn't for you.

Apparently, the benefits outweigh the disadvantages. More and more people are giving home exchange a try and discovering what a rewarding experience it is. In fact,

75% of those who do a home exchange claim to be "more than satisfied" with their experience.

Recommended Places to Find an Exchange Partner

Well, there are some niche websites (more about niches below) that offer home exchange accommodations for specific groups. For singles, there is the [SinglesHomeExchange](#) network. For seniors, try [SeniorsHomeExchange](#).

An excellent resource for all age groups is [Digsville](#). They offer **1000s of listings in 53 countries**. A recent issue of Travel & Leisure called [Digsville](#) the eBay of home exchange.

Strategy #2: Start Your Own Price War

Ever taken advantage of a price war? You know, it's when competing businesses begin drastically dropping prices on a product or service to outdo one another and conquer a greater number of clients.

Price wars are great. It's usually the only time you see "too good to be true" opportunities that are really true, like Ryan Air's offer of free airfare within Europe in January 2002. The objectives of the company were to recuperate credibility in the airline after 9/11 and increase their visibility.

The price war you will start will be a little different. You can't force travel suppliers to lower their prices. You can, however, create competition among travel agents that will lead to lower prices for your travel needs.

Why consider a travel agent when you can book your own travel online? A travel agent is an expert. He knows the market much better than you do. He has tricks and techniques that you know nothing about. He has insider information.

I only recently became a travel agent myself. I decided to become an insider. (More about this in strategy #3 below.) Why? Experience has shown me that travel agents always find better deals than I can find myself.

My first experience with starting a price war was actually unplanned. It happened in 1994 when I was living in Brazil and planning a visit to the U.S.

A few months before my departure date, I began observing the price of airfare in newspapers and travel magazines. I consulted friends who traveled regularly.

After discovering what I thought was the best deal, I called and made my reservations. Not one week passed when I came across a better deal than I had found earlier.

I called the travel agency that promoted the offer, confirmed the price and made reservations.

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I then called the travel agency with whom I had made the first reservation and told them that I needed to cancel. Of course, the person who attended the telephone wanted to know the reason for the cancellation.

I told her that I had found a better deal. She then asked, "Well, how much is the fare and where did you find it?" When I told her, she said something that I had not expected.

She said, "Hold on a minute. Let me see what I can do." After a couple of minutes, she returned and announced that she could beat the lower price I had found. I thanked her, told her to maintain my reservation and hung up.

I then called the second travel agency and informed them that I needed to cancel the reservation that I had just recently made. The person who attended the telephone asked, "Why?"

When I told her that another travel agency had offered me a better deal, she said, "Hold on a minute and let me see what I can do." A couple of minutes later she returned with an even lower price.

I told her to keep the reservations. I then hung up, called the first travel agency and explained to them what had happened. They offered to lower the price even further.

I don't remember how many times I called each travel agency but this went on until one of them declared, "We can't go any lower. Go with the other one." And that's what I did.

Since then, I have used this technique several times to get hundreds of dollars taken off my international tickets.

You easily put this strategy to use and start reaping big savings on your own travel expenses.

From my experience, it's best to contact at least three travel agents. If you aren't satisfied with the results, you can always contact more travel agencies.

Starting your own price war will help you find a travel agent who has your best interest at heart and will leave no stone unturned in an effort to find you the best possible deal.

Step-by-Step Price War Tactics

Below are the step-by-step tactics that I use to start my own price war and uncover the real deals on travel services.

1. Do your own research.

Search the Internet. Read the travel section of a large newspaper. Pick up a current travel magazine and thumb through it. Get an idea of price ranges for the travel services you need.

Quick Tip

Google has 8,058,044,651 web pages indexed. Finding exactly what you're looking for can be an overwhelming and, often, time-consuming task. One of the best resources I've come across to help is **Find Stuff Quickly**, a series of 34 on-screen videos to help you master Google.

[Click to watch the first video](#)

2. Choose 3 to 5 travel agencies.

Look in your local yellow pages and find three or four travel agencies that stand out. Choose travel agencies whose ad mentions benefits to the customer and not just information about the company. You want to find a customer-focused agency.

3. Call each travel agency.

Tell each one what you are looking for, what price you already found and where you found it. Let them know how flexible you are and ask them to call you back after they have made a thorough search.

4. Let the war begin.

One by one, the travel agents will call you with their "best" deals. Each time one of them undercuts the others, call the others and inform them.

Each time you inform the travel agents of a lower price, ask, "Can you find me a better price?"

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They will do one of two things.

Either they will say “no” and give up, to which you should express your gratitude for their time and hang up, or...

They will fight like mad to win you as a customer by leaving no stone unturned in an effort to find you the most incredible deal possible.

Keep doing this until one of the travel agents presents you with a price that none of the others are able to beat.

5. Enjoy the spoils of war.

Whoever said that no one wins at war was not talking about price wars.

When you set travel agents against each other you come out victorious (as does the agency that earns your business).

You win...

- ✦ Bigger savings on your travel needs and...
- ✦ A travel agent who will bend over backwards to get you the best deals available.

Quick Tip

Make a fair (not fare) comparison. Ask what fees are and are not included in the prices quoted. For airfare, make sure destinations and stopovers are the same. For hotels, confirm ratings, location, structure and amenities. For vacation packages, make a list of everything that's included.

Quick Tip

The lowest price isn't always the best price. Make sure you aren't sacrificing things that are important to you in order to find a lower price. For example, if the lowest price quoted means a stopover and you want a direct flight, paying less is not the best deal for you. Make sure you get the absolute lowest price for what you want.

Strategy #3: Become a Travel Insider

Who receives the benefits of low-cost to no-cost travel?

Who has the pleasure of participating in exclusive travel deals?

Who gets upgraded to a higher class more easily?

You want to know? It's travel insiders.

A travel insider is someone who works in the travel industry. It may be a travel agent, ticket agent, hotel manager, pilot, tour guide or any number of travel-related professions. Anyone who works in a travel-related field is on the inside. As an insider, they receive exclusive deals on travel services.

So, how do you become a travel insider? One of the quickest and easiest ways is to become an independent travel agent. An independent travel agent is an outside sales representative for a bonded, accredited travel agency. As an independent travel agent, you sell travel services for the travel agency or agencies you represent.

There are advantages of representing an established, credited travel agency.

- ✦ **You don't have to open a brick and mortar store.**
- ✦ You don't have to register with an accrediting agency.
- ✦ **You don't even have to take any travel agent course.**

As an independent travel agent, you can both **earn money** by booking travel for friends, family, neighbors, and colleagues and **save money** on your own travel needs. It's a quick and easy way to enjoy the perks and privileges that only insiders are privy to.

What Are Some of the Perks?

When you sign up as an independent travel agent you receive an official Travel Agent ID card. Just show your card at check-in and receive the opportunity of **complimentary upgrades and courtesy services**, exclusive only for Travel Agents. Imagine paying less than \$130/night for a \$650 suite!

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As an independent travel agent you will have **access to FAM trips**. FAM stands for "familiarization". FAM trips are **specially packaged deals exclusively for travel professionals**. The purpose of FAM trips is for the travel professional to get first-hand knowledge of the travel services in question.

You also receive the **tax benefits** of owning a home-based business. As Robert G. Allen, author of [Multiple Streams of Income](#), says, "Everyone should own a business. It is an automatic 30% reduction in taxes."

How to Become an Independent Travel Agent

The number of independent travel agent opportunities has grown significantly. After researching many of these, the one I joined and highly recommend is [iTravelSolution](#).

Let's compare just a couple of other companies.

	<i>iTravel Solution</i>	<i>The Travel Zone</i>	<i>Global Travel</i>
<i>Set-up</i>	\$69	\$299	\$425-\$825
<i>Application</i>	n/a	n/a	\$50
<i>Shipping</i>	n/a	n/a	\$24.95
<i>Annual Fee</i>	n/a	n/a	\$199-\$299
<i>Monthly</i>	\$7.95	\$29.95	0

[iTravelSolution](#) is the perfect stream-lined solution for anyone who wants to enjoy the perks and privileges of travel insiders at a very reasonable price.

Strategy #4: Become a Travel Expert

Two things happen when you become a travel expert. One, you open doors to all kinds of perks and discounts. Two, you create another source of income.

What do you have to do, then, to become a travel expert? Well, you don't need a Ph.D. and you don't have to take some long, drawn-out course. There are only two simple steps involved.

One, you need to choose a travel-related topic. It can be a specific destination or a particular type of travel. There are thousands of possibilities. What is important is that you choose something you enjoy or think you would enjoy.

Two, you need to do research and gather information. Don't be put off by the word "research". Your "research" may consist of visiting your favorite travel destination and writing down observations. It may include reading travel guides or articles in travel magazines related to your topic. You might talk to and interview travel agents, travel guides or other travel professionals.

Travel Information Resources

- ***Books***
- ***e-Books***
- ***Magazines***
- ***eZines***
- ***Newsletters***
- ***Newspapers***
- ***Reports***
- ***Articles***
- ***Blogs***
- ***Forums***
- ***Discussion Groups***
- ***Travel Guides***
- ***Travelogues***
- ***Travel Professionals***
- ***Personal Experience***
- ***Journals***
- ***Periodicals***
- ***Pamphlets***

There are literally thousands of resources for you to use, many of which are absolutely free. You can find them online, at a public or university library, at specific travel destinations and even on a bookshelf in your own home. You can buy some from a bookstore or newsstand or borrow them from a friend.

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Once you've chosen your topic and done your research, it's time to organize your notes and share what you know. There are a lot of ways to share your knowledge. Here are just a few suggestions:

- ✦ **Write articles and post to online article directories.**
- ✦ Write articles and submit to travel magazines.
- ✦ **Start a tour company and charge for your services.**
- ✦ Give free tours to orphans or the elderly.
- ✦ **Develop a course, workshop or seminar on the topic.**
- ✦ Write marketing materials for travel related industries – hotels, theme parks, museums, etc.
- ✦ **Write your own travel guide**
- ✦ Build a travel-related web site.
- ✦ **Create travel videos.**

A resource that I refer frequently for developing materials is [Make Your Knowledge Sell](#) by Monique Harris. [Make Your Knowledge Sell](#) is a very practical book that helps you turn your expertise into manuals, booklets, e-books, CDs, videos, newsletters, teleseminars and more.

Monique touches on all the basics, beginning with several practical idea-generating exercises. These easy exercises will help you to **quickly brainstorm numerous ideas** from your own life experiences that can be the sparks to ignite your own information products and travel services.

In the chapter entitled "So You're Not Hemingway...It Does Not Matter," she takes you **step-by-step through the writing process**. You learn how to make an outline, add substance to it, polish it and complete your masterpiece.

The e-book comes with a couple of bonuses, one of which includes The 4-Month Heavy-Hitter Promotional Plan. This is a handy, week-by-week **checklist of effective methods for promoting your product**.

One of the quickest and easiest ways to turn your knowledge into a source of both extra income and savings is to build a travel-related web site.

The Birth of a Travel Web Site

Through personal experience and thorough research, I became an expert on passports and visas. After spending several years accumulating information for myself, family and friends, I built [U.S. Passport Service Guide](#).

Within only a couple of months, the website became...

✦ **Popular.**

It ranks in the top 2% of all websites on the Internet.

✦ **Profitable.**

It currently returns over 10 times my monthly investment.

✦ **Pleasurable.**

It's something I enjoy and look forward to doing.

I mention U.S. Passport Service Guide because if I can do it, you can too. I'm no web expert. I have no formal training in site constructions. I have never taken a course in business administration or marketing. I also work on the site in my spare time.

To tell you the truth, I made a lot of mistakes when building the site. The fact that it is popular and profitable is actually in spite of my lack of web building and marketing experience.

The real credit goes to...

Let's save the answer for a little later. First, let's take a look at why travel is one of the best markets to get into.

Isn't Travel a Saturated Market?

You may think I'm crazy encouraging you to build a travel-related website when Google's directory already lists 68,875 travel-related web sites. "Really, is there any space for another travel web site?" you ask. The answer is an emphatic, "YES, YES and YES!"

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Let me explain. There are the big players like Expedia, Travelocity, Priceline and the like. You're not likely to beat them unless you have millions of dollars stashed away and a pretty full-proof marketing plan.

Then, there are the invisible sites. These are the thousands of travel web sites that receive little or no traffic at all. These are the one's whose owners fell for the myth, "Build it and they will come."

I'm not talking about these. I'm talking about a travel site with a laser-focused theme in a popular niche.

Scratch Where It Niches

People access the internet for information. They want information that will solve their problems and make their lives better. Whether it is what the best place to stay in Boston is or how to entertain toddlers on a transatlantic flight or how to pack for a weekend getaway, they want highly specific, niche information.

A niche is a narrowly defined, specialized market. "Travel" is not a niche. "Travel for Single Moms" is. If you have an adventurous spirit, you probably wouldn't want to try "Adventure Travel". It's too broad. Focus on one type of adventure travel like safaris, mountain climbing or bungee jumping. You might even go a step beyond and focus on bungee jumping in New Zealand.

There are millions of cities, towns, villas, mountains, beaches, parks, ranches and other destinations that could serve as themes for building your website.

What places have you visited? Which ones did you like most? What did you like most about them? What didn't you like? What would you have liked to have known before going?

I recently came across a travel site for people with Celiac disease. That's a pretty narrowly defined niche theme. Celiac disease is sensitivity to gluten. I didn't know that until I found the site.

Although some online agencies may seem to dominate the market, you can make your mark if you choose the right niche and...

...if (and that's **a big IF**) you have the right tools!

What are the right tools? Drum roll please.

And the winner goes to...

[Site Build It \(SBI\)](#)

Why **SBI!**? Three reasons...

1) It is the only product in the world that takes you step-by-step through the powerful, natural process of...

Content → Traffic → PREsell → Monetize.

2) **SBI! provides all the tools that you need** to execute **C → T → P → M** flawlessly, integrated seamlessly into the step-by-step process.

Here is a list of what you get with **SBI** (and the list keeps growing):

Build & Host Your Web Site

- ☑ Domain Name Registrations
- ☑ **Web Site Hosting**
- ☑ Powerful Graphic Tools
- ☑ **Point-and-Click Site-Building**
- ☑ Easy Blogging

Traffic Building System

- ☑ Search Engine Optimization
- ☑ **Automatic Search Engine Submitting**
- ☑ Automatic Search Engine Tracking
- ☑ **Automatic Search Engine Ranking**
- ☑ Ranking Reports for Directories
- ☑ **Pay-Per-Click Research & Mass-Bidding**
- ☑ The 4 Traffic Headquarters

Marketing Tools

- ☑ Brainstorming & Researching Tool
- ☑ **Electronic Newsletter Publishing**
- ☑ Spam Check
- ☑ **Traffic Stats & Click Analysis**
- ☑ Open Rate

Guidance and Support

- ☑ **Action Guide & Fast-Track Guide**
- ☑ Integrated Online Help
- ☑ **SBI! Express E-zine**
- ☑ Tips 'n Techniques Headquarters
- ☑ **Unlimited Customer Support**

Special Tools

- ☑ **Form Build It / Auto responder**
- ☑ Link Fix It
- ☑ **Web mail**
- ☑ Value Exchange

This is just a partial list. And SBI is always adding more tools.

3) **SBI! delivers results.**

**More than 62% of all SBI users rank in the
top 3% of all web sites on the Internet.**

We're talking top 3% of more than 58,100,000 web sites. Incredible! U.S. Passport Service Guide presently ranks in the top 2% and it was the first website I ever built.

It's worth repeating. [SBI deliver results.](#)

I was so pleased with SBI's performance that I purchased four more packages after the success of U.S. Passport Service Guide.

All *you* have to do is deliver content about your theme/niche. **SBI!** handles all the behind-the-scenes technology and complexity of building *and* marketing your Web site, which frees you to focus on what you know best... ***your business.***

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I eagerly encourage you to take a look at **SBI**. Be sure to read the [case studies](#). They are not only a fun read but insightful, as well. You'll discover how hundreds of people like yourself have built popular and profitable web businesses that they are passionate about.

Do not *just* build another **unvisited** Web site. Instead, build a site that attracts *warm*, willing-to-buy visitors... *success guaranteed*. SBI doesn't *just* guarantee "satisfaction" -- [they guarantee traffic-and-business-building success](#).

Instead of offering a time-limited or disabled-this-or-that trial, SBI goes much further and give you a completely unlimited [Money-Back Satisfaction & Success Guarantee...](#)

The Site Build It! Guarantee

***Purchase SBI!** today. Use it. Even register your domain name (it's included in the price). If at **any** point in time **SBI!** does not **exceed** your expectations, we will refund you **immediately** and you can **keep the domain name** that you registered as our thank-you for giving us a chance at your business. Only by trying can you discover what you and **SBI!** will accomplish together. And **we take all the risk** while you try.*

Either you build a popular and profitable web business about something your passionate about or you get a free domain. Either way you win.

[Click here to get SBI](#)

Don't limit yourself to travel. Hey, it's one of the best themes for a web business, but SBI has helped 100s of people like yourself build successful web businesses on a variety of themes including sports and fitness, electronics, food and cooking, entertainment, hobbies, health and medicine, finance and investing and more.

[Click here to see the long list of SBI successes](#).

Travel More for Less

The more strategies you use, the more you save. The more you save, the more often you will be able to travel. So, don't limit yourself to one strategy. Combine strategies to maximize your savings.

If you have plans to travel soon, go ahead and look into some alternative accommodations. Visit [ApartmentServices](#) and [YourStay](#) if you are interested in staying in an apartment or [Digsville](#) if you would like to try a home exchange.

Review the step-by-step instruction for starting your own price war. Try it out. You'll be surprised at how easy it is and how much you can get cut off the original prices given by travel agents.

If you won't be traveling for a while, you can take a step towards significant travel savings by becoming an independent travel agent and building your own travel-related website. To become a travel agent, visit [iTravelSolution](#). To build your own web site, visit [SBI](#).

These are not the only strategies that exist for reducing travel costs nor are they the only ones I personally use. They are, however, some of the most effective. They have been for me and I hope they help you travel more for less.

Best regards,

William Manor