

NEW YORK, NY, September 19, 2013 **/24-7PressRelease/** -- A state-of-the-art travel marketing, sales and lead generation host agency that offers home-based agents one of the most powerful tools for attracting customers and growing their business was announced today by industry veteran Vian Andrews, founder and CEO of VisitsandTrips.com, the pioneering travel site that has provided thousands of specialized itineraries to agents worldwide for their highest yielding FIT, group and corporate clients since 2003. Called "the next-generation host agency," TravelActors.com harnesses the power of the Internet and social media - combined with VisitsandTrips.com's global buying clout through its network of DMC's, tour operators, and travel service providers - to provide a robust, highly integrated system for members to maximize sales.

"Dramatic and continuing changes in the travel industry have created great challenges as well as great opportunities for the best and most motivated home-based travel agents to grow their business," said Andrews. "TravelActors.com was created specifically for travel professionals who are looking to apply their skills, knowledge and experience to take advantage of the opportunities available online. We have a single, highly focused goal: to become North America's premier host agency. We will accomplish this by building upon a network of high achieving travel professionals who are dedicated to providing top quality travel products and services directly to their clientele and via the Internet."

As part of an exclusive community, TravelActors.com members will receive a powerful system of marketing tools that include travel management, an Agent's HelpDesk, an online lead-generation system, and tools for both online and "on-the-ground" advertising and promotion. They will also receive on-going training in travel management and marketing, tailored specifically to the agent's level of experience and goals. At the heart of this wide-ranging sales and marketing system is the agent's own, branded website, directly connected to their clients' robust, personalized travel portal, called TripNut.com, where clients can design and book their trips, create travel diaries and "wish lists," upload photos and post comments, and invite families and friends to view their content and interact with each. Every client booking, whether done on their own or through the TravelActors.com agent, is commissionable to the agent.

Within the TripNut.com social media portal, the TravelActors.com agent is always "on call" - just a click away to their customers - to personally address their questions and assist them in all facets of designing and booking their travels. The TripNut.com site is also optimized for integrating with the travelers' own social media accounts such as Facebook and Twitter, further extending the agent's visibility within their customers' circle of connections.

"TripNut.com also serves as an unparalleled lead-generating tool," noted Andrews. "Customers can invite family and friends to join the site, and everyone that does so becomes a potential new

customer. There is also a 'generic' version of TripNut.com, available to the general public, that allows 'freelance' travelers to register, and these also become potential sales leads to TravelActors.com agents."

TravelActors.com will also be introducing Smartphone Apps that allows customers to do all their bookings and interactions through their mobile devices, taking full advantage of the mobile revolution and achieving TravelActors.com's "go social, go mobile" strategy.

"At every turn in the TravelActors.com wide-ranging marketing 'universe,' there is an opportunity for our members to earn commission, identify and market to new leads, expand their product offerings, and grow their businesses," said Andrews. "Ultimately, TravelActors.com is poised to leap-frog over the traditional host agencies, which have yet to develop a robust, comprehensive web and social media strategy, and offer home-based agents an unparalleled business opportunity that they simply cannot get from any other source."

With no more than one agent appointed for every 30-50,000 residents in any town or city, agents must meet a minimum set of criteria, determined during a one-on-one interview. Official launch of TravelActors.com is scheduled for January 1, 2014. However, from now through December 31, during the pre-launch "Founders" period, TravelActors.com qualified agents can join for a one-time start-up fee of \$750. The regular, post-launch fee will be \$1,150.

Andrews added: "Providing travel services is a very demanding business. To succeed requires dedication, but it also requires motivation. We're looking for people who are driven to succeed, but also those who are willing to do the things they need to do to achieve that success."

For more information and to set up a one-on-one interview to discuss membership opportunities, visit TravelActors.com. You can also write to [info@travelActors.com](mailto:info@travelActors.com) or call at 866-779-2565.