

DISCOVER . TRAVEL

Personalized Travel and Vacation Packages

DISCOVER SOUTH AMERICA . TRAVEL

Personalized South America Luxury Vacation Packages

DISCOVER CENTRAL AMERICA . TRAVEL

Personalized Central America Luxury Vacation Packages

**Intelligent Leisure Solutions and the Discover Travel Group
are Innovating Tourism with Three .travel Portals:**

**www.Discover.Travel,
www.DiscoverCentralAmerica.Travel, and
www.DiscoverSouthAmerica.Travel**

As a completely web-based South and Central American luxury travel company, Intelligent Leisure Solutions and the Discover Travel Group have chosen to innovatively reach clients all over the world at a fraction of the cost with their **.travel** portals: www.Discover.travel, www.DiscoverCentralAmerica.travel, and www.DiscoverSouthAmerica.travel. Started by three corporate executives, the founders of Intelligent Leisure Solutions and the Discover Travel Group combined their business savvy to provide unique cultural and leisure learning experiences through travels organized by their own travel business. With a well-targeted demographic of the discerning traveler, Intelligent Leisure Solutions and the Discover Travel Group provide authentic discoveries of South and Central America to places such as Peru, Brazil, Costa Rica, Argentina, the Galapagos, and more.

In creating the new business, the three partners implemented a unique strategy to go against the grain and use no traditional marketing materials such as trade show participation or print advertising. Instead they launched their business with three **.travel** portals. With these portals, the company used and continues to use strictly web marketing. At that time, over three years ago, this decision was out of the box, but it has become quite successful. In fact, it has cost close to 90% less than marketing the old fashioned way. With web marketing as its platform, Intelligent Leisure Solutions and the Discover Travel Group adopted **.travel** because it provided a higher level of validity as a travel business on the Internet as well as a great branding opportunity.

Discover.travel, **DiscoverCentralAmerica.travel**, and **DiscoverSouthAmerica.travel** have applied innovative touches to their business not only with marketing, but also by using geotourism on the product side by providing local services to their clients. They offer luxury custom-made trips to pre-selected destinations, accommodations, packages and tours to travelers seeking differentiated travel experiences. All products presented to clients have been visited and pre-selected by the Intelligent Leisure Solution team. Inspection of the quality of the product or service including the charm, design, and authentic Latin American experience provided to the client is all taken into account. As another distinguishable factor in their services, **Discover.travel**, **DiscoverCentralAmerica.travel**, and **DiscoverSouthAmerica.travel** offer primarily boutique hotels, resorts, lodges, and pousadas (South American style small inns and bed and breakfasts).

“We have created a low cost business model where any provider of luxury tourism products can offer its services in an inexpensive way to a worldwide market,” stated Managing Partner of Intelligent Leisure Solutions and the Discover Travel Group, Robert Phillips, “As travelers ourselves, we wanted to offer local knowledge and a leisure learning experience of Latin America.”

Recently, Intelligent Leisure Solutions and the Discover Travel Group were awarded the Ulysses Prize from the UNWTO (United Nations World Tourism Organization) for innovation in tourism enterprises. Intelligent Leisure Solutions and the Discover Travel Group were selected by an esteemed committee, including the Secretary-General of the UNWTO, because of their low cost business model that has and continues to improve and establish the image of luxury travel products in Latin America while encouraging local development of high quality sustainable tourism in that region.

To learn more, please visit the three **.travel** portals at www.Discover.travel, www.DiscoverCentralAmerica.travel, and www.DiscoverSouthAmerica.travel.

