



London  
Temp: 1°C

# TravelDailyNews

International .com

New York  
Temp: 5°C



DAILY TRAVEL & TOURISM NEWS PORTAL FOR THE INTERNATIONAL  
TRAVEL TRADE MARKET SINCE 1999

Home News Columns Job Offerings

Sina 0 Tweet 2 Pinterest 0 Share 0 Recommend 2 Google + 0 ShareThis 2

News Flow: [Air France takes off for Montevideo, a new destination in South America](#)

You are here: [News](#) » [MICE Industry](#) » [CVBs](#)



Africa

## Botswana Tourism launches travel advisor selection tool on BTO website

Helena Tzioti - 08 February 2013, 12:47

Consumers and travel agents can now search for best-match Botswana travel advisors to help them plan their perfect holiday.



**Explore Denmark and save up to 30% on your stay** Best Western offers 22 hotels in Denmark each located centrally to many attractions., where you can enjoy the beaches, forests, amusement parks, nature and shopping

WASHINGTON, D.C. – It is often said that half the fun of a vacation is in the planning. But sometimes finding the right travel advisor to help plan your journey can be a challenging and time-consuming task. To make this important first step of travel planning easier, **Botswana Tourism** has launched a dynamic search tool to help pair travelers with Botswana travel advisors who best match their search criteria for vacation preferences and budget.

### ...In Brief

- **Global Eagle Entertainment Inc.** announced the appointment of Robert (Bob) W. Reding to the Company's Board of Directors...  
11 February 2013, 14:38
- **Choice Hotels International, Inc.** announced that Mike Shemer has been promoted to vice president, business planning from senior...  
11 February 2013, 11:26
- **Pegasus Solutions** has named 19-year hospitality technology veteran Craig Barnby vice president, product services. In this role, Barnby...  
08 February 2013, 11:53

### Presentations



Celebrate love at Hilton Hotel Athens, Greece!

### Job Offerings

Located on Botswana Tourism's regional website for North American travelers, *botswanaturism.us*, users can also easily locate the Botswana travel advisor company they want to contact by name, if they have a specific advisor in mind. With one click, they are connected to the company's landing page and contact information.

In instances a user does not have a specific company in mind, the user can conduct a general search to get a list of companies that match selected travel and budget criteria. A more refined search can be conducted by entering additional travel preferences – such as cost, length of stay, group size, and preferred accommodations, among others – to narrow the list of “best match” companies.

The search results appear right on the webpage, where the user can review each company's descriptive landing page. Users have several options after finding their best company matches: share search result with friends or family, view company profiles online, and/or request a company contact – all without leaving the Botswana Tourism website.

*“For many people, a Botswana safari is an ultimate vacation experience. The destination offers so much to see and do, and we have so many knowledgeable and dedicated partners who each have their own areas of expertise, that we built this tool to help first-time travelers to Botswana find the right company to help plan their ultimate vacation,”* said **Leslee Hall**, Botswana Tourism office for U.S. and Canada.

**[Mercedes-Benz® 2014 CLA](#)**

[www.MBUSA.com/Mercedes-Benz/CLA](http://www.MBUSA.com/Mercedes-Benz/CLA)

Mercedes-Benz Tempts You Like Never Before. Experience the New CLA.



AdChoices



**Sales Executive for  
TravelDailyNews Asia-Pacific!**

03 July 2012, 17:08

### Featured Articles



**Your checklist before you book a  
flight to South Africa**

07 February 2013, 14:48



**Three popular canal boat holiday  
routes in England**

31 January 2013, 13:06

[Archive](#)

### Survey