



New Traffic for your Attraction

If you operate a tourist attraction of any kind, a good part of your revenue is probably spent for advertising to capture new traffic. You are always competing with other tourist destinations for new customers and the economy and gas prices can sometimes be the difference between a banner year or a bust. What if you could outspend your competition by paying for your advertising with your excess capacity, with new revenue from customers you didn't have to find?

Equitrade International, Inc. is a corporate barter facilitator that sends you new customers who purchase admission tickets with barter credits at full retail value. Those barter credits are deposited into your barter bank account with Equitrade and are then available for you to spend on printing, radio and TV advertising, billboard advertising, and print media. You can also use your Equitrade account to pay for ongoing business expenses, travel and entertainment, and business equipment.

The incremental cost for a new customer to walk through your attraction, visit your museum, occupy a seat on your ride, or attend your show is basically zero. Your overhead is already being paid. If the doors are open and if you have empty seats, your revenue opportunity is expiring by the minute. With an Equitrade account, you can deposit your excess tickets for immediate credit to your account and begin spending that balance to offset business expenses. Equitrade promotes your attraction to its large group of clients that also have barter credits to spend and who want to travel to new destinations.

There is no need to discount your tickets to capture new customers. Equitrade gives you full value and instant credit to use to pay for the things you really need to grow your business and keep more of your hard earned cash in the bank and on your bottom line.

Join the Equitrade family of businesses today, who have found a better way to use their excess capacity as a financial tool to further their prosperity.