

HOME-BASED TRAVEL AGENT

BECOMING A TRAVEL AGENT IS EASY. BECOMING A SUCCESSFUL, INDEPENDENT TRAVEL AGENT
TAKES A LITTLE WORK AND A LOT OF KNOWLEDGE

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Surveying Travel Video Sites

The nifty little blog [The Tourism and Hospitality Diaries](#) has an extremely helpful rundown on the latest wrinkle in "Web 2.0" as it applies to the travel industry.

With the discussion raging about Web 2.0 applications in the hospitality, travel & tourism industry (with hotels slowing catching on), the subject of much enthusiasm in the Travel 2.0 game now seems to be Video! Moving beyond the original Travel 2.0 phenomenon (e.g. TripAdvisor, which now features over 6 million user reviews on hotels, destinations and local attractions), new sites are now focusing on the logical next step...combining reviews & ratings with videos of the actual hotel product.

Here are some of the sites T&HD tracked down. (Quotes are from that blog):

[Trivop](#). "One of the early pioneers of the hotel video review revolution."

[TVTrip](#). "Tvtrip.com is based in Paris and Brussels, and claims to work with a wide range of travel experts world-wide and are developing new, advanced functions that will allow users to set their own preferences plus also share videos."

[Travelistic](#). "The site hosts all kinds of travel videos, including user uploads, professional content, and tourist board videos. "

[TravelerVideos](#). "Claims to be the internet's largest human indexed traveler video directory."

Many more sites are linked from the original article, which is worth reading in full.

These sites and others like them are excellent research tools for the home-based travel agent. They will let you talk with a certain "been-there-done-that" assurance that you otherwise might not be able to summon up.

But be careful! The usual caveats about the reliability of what you read on the Internet apply. Glowing reviews can be posted by "sock puppets" for the property in questions. Likewise, slams can be the work of competitors.

Of course, video doesn't lie.

Or can it?