

Nature Escapes
Malaysia Explore. Experience. Educate.



Nature Escapes **Malaysia**

Ecotourism Opportunities To Boost Your Business

Introduction

Satisfy Our Visitors and Boost Your Business

Nature Escapes Malaysia is a **free website** with loads of information on nature destinations, rainforest species and outdoor adventures throughout the country.

We get over **500 unique visitors** every day and requests each week to provide nature tours and treks. But we don't offer any tour packages or guided tours. That's why we need your ecotourism business.



We sent out a survey to find out what our visitors want. They're asking for more tour recommendations, more kid-friendly activities, more rainforest treks with nature guides and safety from the hazards of the jungle.

Due to the response of our visitors, we are now **accepting advertising** by nature-oriented companies to fill the gap. Many visitors want to be pampered at beach resorts or find new jungle destinations to observe wildlife.

So we're asking you to join our ecotourism efforts in one of two ways:

Nature Getaways - The need for quality nature tourism services is overwhelming. We need to offer more private options for jungle resorts, beach hideaways, homestay programmes, highland lodges and other places with natural surroundings.

Destination Activities and Services - If you offer birdwatching, river rafting, jungle trekking and other outdoor experiences, then advertise on our destination pages.

The sooner you **take action to connect** with our ready-to-go visitors, the more opportunities your business will have to capture their interest and gain a steady flow of customers.

We've spent the last few years building up our visitors' trust and understanding of our passion for Malaysia's rainforests, biodiversity and natural places.

Now it's time to **build relationships** with the country's best ecotourism businesses and make every nature destination special.

The Dusun

Action leads to business success

The Dusun, just an hour from Kuala Lumpur, is a 12-acre boutique resort nestled next to a forest in Negri Sembilan.

With a few traditional Malay houses set in quiet natural splendour, guests enjoy hikes with Temuan jungle guides and treks to rainforest waterfalls.

A great place for weekend visitors escaping Kuala Lumpur, the Dusun owners wanted to find a way to increase business during the less busy weekdays. So we started the KL Weekend Getaways section on our website to provide alternative rainforest retreats for our visitors.



With **excellent click-through rates** as high as 25%, our visitors decided that The Dusun was a perfect destination to try out.

Let me give you an example of how taking action makes **good business sense** to promote your business on Nature Escapes.

"The great benefit we get is to reach international travelers, most of whom stay several days and usually on weekdays. We probably get several bookings per month through your site. So this boosts our occupancy." --

Helen, Owner of the Dusun

Now let's do the business math. The Dusun charges from RM 300 to RM 800 (depending on type of chalet) for a single night's stay. That means even a two-night stay per visit can **generate sizable revenue** for the year.

The Dusun operators understand the reach of the Internet and the value of unique content. They purchased a premium ad for our Nature Getaways section and are reaping the revenue for taking advantage of our targeted market.

Check out The Dusun premium ad webpage and the listing in our KL Weekend Getaways section.

Ads & Getaways

Choose your best business strategy

Nature Escapes offers **a unique opportunity** to boost your business.

Our visitors come to our website when they are planning trips to Malaysia. And local and foreign residents search our site for holiday ideas every week.

If you don't realize the **power of the Web** to target online markets, then you're spending a lot of money on one-off media advertising.

If you compare the value of advertising on Nature Escapes with offline strategies like magazines, newspapers and brochures, the differences are very real for your business costs.

The Web works **24/7** and all year round.

That means your business is accessible to anyone searching for information on nature tours and tourism in Malaysia. Printed material has a much shorter advertising life.

Online visitors are already **primed to jump** on the best tour package available or get excited about finding a new rainforest adventure or tropical resort to discover. And they are just a click away from your offer.

Print media rarely reaches the customer at this **"right buying moment"** and often becomes a distraction more than an attraction.



Choose an effective advertising option

We are now developing a couple of advertising models to allow nature-oriented resorts and businesses to benefit from our unique target market.

Remember that we are **growing our audience** too. We will not remain stagnant. In 2012, we plan to develop nature education materials to encourage more nature tourism activities and alert our visitors to more outdoor options.

Our advertising prices reflect both our **"real value"** and our ability to reach out to the target market in new and innovative ways.

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Option 1 - Nature Getaways (Premium Ads)

Our visitors are ready to participate in jungle photography, birdwatching, rafting and kayaking, wildlife watching, mangrove cruises, Rafflesia treks and other nature tours.

The real value of advertising on Nature Escapes is to **connect our visitors** with your services directly, via the Web, without any delays in decision-making.

Our first priority is selecting nature resorts to add to our very popular [KL Weekend Getaways](#). This is a **proven winner** for sending a steady stream of visitors to nearby destinations.

Of course, we are also entertaining offers from businesses all over Malaysia as we expand the Nature Getaways section to include other getaways to beaches, rainforests and much more.

Nature Getaway Categories*

Malaysia beaches

Malaysia islands

Malaysia resorts

Diving Malaysia

Malaysia tours

Malaysia homestays

Malaysia birdwatching

Jungle trekking

Caving-Rock climbing

Whitewater rafting-kayaking

*[*Categories are based on popular activities and keywords. Suggestions for other getaways will be considered.]*

Option 2 – Destination Page Ads (Regular Ads)

Our visitors are searching for places to go on their holidays and are looking for adventure on extended weekends.

The destination pages, such as [KL City Escapes](#), [Great PM Escapes](#) and [Borneo Escapes](#), are **prime areas to target** for selective advertisements for travel tours, hotels, guided treks and other nature tourism services.

Choose any destination page that makes sense for your business outreach and get targeted traffic from our visitors that lead to a steady stream of potential customer opportunities.

Our Visitors

Who searches our website?

Nature Escapes provides valuable nature-tourism information first and foremost. That's the reason for its appeal.

Our website promotes outdoor adventure and fun, nature outings with your kids, natural alternatives to crowded urban malls and ways to connect with the natural beauty of Malaysia.



In fact, I have to remind people that Nature Escapes **does not arrange** package tours or sell holidays like a travel agent.

For those interested in statistics, here are the numbers:

- The website averages over **500 to 600 unique visitors** per day.
- The total number of visits to the website exceeds 20,000 per month.
- Our [Natural Selections newsletter](#) goes out to over **400 subscribers** each month.
- Visitors arrive from all over the world, including Malaysia, Singapore, Germany, Philippines, Thailand, Italy, Australia, New Zealand, United Kingdom and the United States.

The key to Nature Escapes' popularity is the passion that goes into every destination.

Our goal is to get local or foreign tourists to explore rainforests, discover tropical islands and observe wildlife for rewarding experiences that last a lifetime.

After visitors find and review the destinations on Nature Escapes, they are ready to get out of Kuala Lumpur and get into the jungle.

Every week mothers, business travelers, backpackers and school teachers request where to go camping are kayaking, where to take students outdoors, how to see rainforest animals, or what kind of nature programs are available during breaks.

Normally, I try my best to steer them to a travel agent, an eco-resort, a nature guide or anyone who might **satisfy their desire** to explore Malaysia's wild habitats to observe nature in the raw.

Results & Requests

What do our visitors want?

To understand our visitors better, we sent out a [questionnaire](#) to our newsletter list to get their feedback.

It was designed to get their ideas, fears, problems and wishes about exploring Malaysia's natural places. Let us share some of the early results with you.



Top Survey Findings

- **Nature Guides** – A major priority for tourists is the availability of hiring local guides with good knowledge of rainforest flora and fauna for jungle tours. A good nature guide can make or break the entire outdoor experience.
- **Tour Recommendations** – Holiday-goers want options for jungle and nature adventure, but they also require a reliable and trustworthy source to help make the right and safe decision. We will try to fill this role in the near future.
- **Family Suitable Activities** – A critical gap in the ecotourism industry is creating nature activities for families that are safe, educational and interesting. Remember to cater for kids, and not just the adventure seekers, with easy access and walks.
- **Jungle Safety and Preparation** – The jungle is a scary place to visit. It is full of harmful insects, poisonous reptiles and fear of getting lost. Tourists want a safe jungle outing and expect to be told how to prepare for the pitfalls.
- **Nature Interpretation Materials** – The lack of on-site information dampens the outdoor experience and turns a holiday into a boring time. Be creative and educate your visitors with brochures, maps, trail signage and other ways to enhance the outing.

Nature Escapes engages with its visitors. Our surveys are part of our effort to improve ecotourism experiences in the country and be aware of target market perspectives.

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What do our visitors request?

After visitors find and review the destinations on Nature Escapes, they are ready to explore Malaysia and rumble in the jungle, relax on the beach or spend a day outdoors.

Every week mothers, business travelers, backpackers, schoolteachers and others make direct requests to us. They want to observe rainforest animals, go camping, try rafting a wild river, or take kids on nature programs during school breaks.

Normally, I try my best to steer them to a travel agent, an eco-resort, a nature guide or anyone who might **satisfy their desire** to explore Malaysia's wild habitats to observe nature in the raw.

Now, I want to send them to you. Is your business a solution to fulfill these requests from ready-to-go customers?

Here are a few typical samples:

"We will be in KL for 5 days. Could you suggest some trips to see jungle and wildlife? I am not sure we are equipped or prepared for the Taman Negara 3 day trip." -- **Richard, United States**

"I am currently researching for a holiday camp for kids. I came across your website and was wondering if you cater for large amounts of people, about 100 kids. The camp should last for 3 days."
-- **Thia, Malaysia**

"I am running a company that helps European tourists to design their holidays in Malaysia. I am in need of knowledgeable nature guide for nearby excursions ... would you be able to help me out?"
-- **Julie, France**

"Would like a quote for white water rafting at Sungai Kampar for 10 people." -
- **Sherlin, Malaysia**

"I have two days off after business in KL and would like to get outdoors. Preferably kayak (river or sea) but also anything else you may have."
-- **Runar, Norway**

As you can see, these visitors are **finding Nature Escapes first**. How will they find you?

We want to promote professional, nature-tourism companies and guides that make outdoor outings special.

Does your nature business offer a unique experience to meet these visitors' demands?

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About Us

Explore, Experience, Educate

Nature Escapes is the ultimate travel guide to rainforest romps, nature getaways and Malaysia vacations.

Whether you're a busy professional, a tourist, or a parent seeking activities for kids, this one-stop nature destination website will get you started on **fun weekend getaways**, family vacation ideas and the best nature adventure in Malaysia.



Run by a passionate environmental dad, not a travel agency, Nature Escapes merges years of jungle trekking and nature experiences into a comprehensive web portal so you can make the right holiday choice for your family or group outing or your backpacking travels.

Nature Escapes Across Malaysia

Starting from the capital city, the KL City Escapes are wild excursions separated by hourly time zones based on one-way drive times. These destinations range from nearby jungle waterfalls to more remote, but reachable, parks and wildlife sanctuaries.

For longer **Malaysia vacations** and holidays, the Great PM Escapes recommend some of the best parks and nature destinations in Peninsula Malaysia. These jungle islands and tropical animal havens - like Langkawi Island and Taman Negara - offer special rewards for jungle trekking, diving and snorkeling, wildlife observation and rainforest relaxation.

Go to Borneo (East Malaysia) for even more jungle and island adventure. Choose one of the Borneo Escapes for fantastic options to observe endangered animals, like orangutans and pygmy elephants, or climb the very accessible Mount Kinabalu, one of the highest mountains in Southeast Asia.

"I love the new Nature Escapes website because it provides a great resource of ideas and locations for newcomers to Malaysia to get off the beaten track, get out of the shopping malls at the weekend and explore this wonderful country.

My wife, two kids and I moved here in March 2008. We love the outdoors and intend to explore as much of the region's natural heritage as possible. Your website will help us achieve that goal before we leave."

- Tom K., Scotland

About Rick

Who are you investing in?

Having lived in Malaysia for **over twenty years**, I am passionate about biodiversity and environmental education. I've been fortunate to visit many of the jungles and wild places in the country with herpetologists, tiger researchers and other scientists.

Each jungle outing brings forth more natural wonders and more reasons to protect our environment, as told in numerous nature articles written for *Asian Geographic*, *Malaysian Naturalist*, [Wild Asia.org](http://WildAsia.org), GreenFudge.org and local newspapers such as *The Star* and *New Straits Times*.



My work as an environmental consultant with environmental organizations and government projects means I am active in conservation projects, sustainability issues, timber certification and even responsible tourism initiatives.



As a judge for the *Wild Asia Responsible Tourism Award*, I've participated in evaluating tourism industry standards from luxury resorts to village ecotourism initiatives throughout Southeast Asia. I am also an advisor for Wild Asia projects.



As a parent, I am mindful of the need to get kids outdoors to experience the wonders of nature and spark interest in science, wildlife and plants, as well as promote physical health for the entire family.



As a natural resource auditor, I am keenly aware of sustainable management issues and the need to protect Malaysia's biological treasures by promoting conservation action and responsible tourism.



As an environmental writer, I am intent on developing nature education materials for parents and tourists. The lack of on-site nature interpretation spoils a more rewarding holiday. Opportunities are lost to instill invaluable ecological lessons and science facts to all visitors.

Ad Rates & Specs

Compare our rates and value

Option 1 - Nature Getaways (Premium Ads)

Special 3 for 3 Ad Rate Offer

The first 3 annual advertising clients in **each** Nature Getaway category receive an additional 3 bonus months for **free**.

Being listed first in the category gets the attention and the **clicks to your business**. So jump in now and reap the revenue early.

Advertising for Nature Getaways:

- Each **Premium Ad** advertiser gets a high visibility listing under Nature Getaways
- Each **Premium Ad** advertiser gets a separate promo page with direct links (no follow only) to your business (See [The Dusun](#) example)
- Each **Premium Ad** advertiser gets one special newsletter blast to over 400 subscribers
- Requires either a 6 months or 12 months payment to minimize administration and determine Click-thru rates.
- **Premium Ad Rates**
 - 6 months at RM 2700
 - 12 months at RM 5000

Option 2 – Destination Page Ads (Regular Ads)

Review our selection of banner advertising rates to decide on the best approach for your promotional campaign. If you opt for the annual ad rate, then you save over 15% off your total costs.

These are single-page ads that appear on individual destination pages that specifically promote your services at that location.

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Top 10 Destination Pages*

These are the hottest vacation spots searched by our visitors in Dec 2011.

Kuala Selangor Nature Park

Taman Negara

Redang Island

KL Weekend Getaways

Cameron Highlands

Perhentian Island

Penang Island

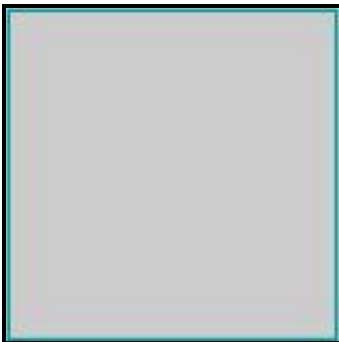
Peninsula Malaysia Vacations

Tioman Island

Langkawi Island

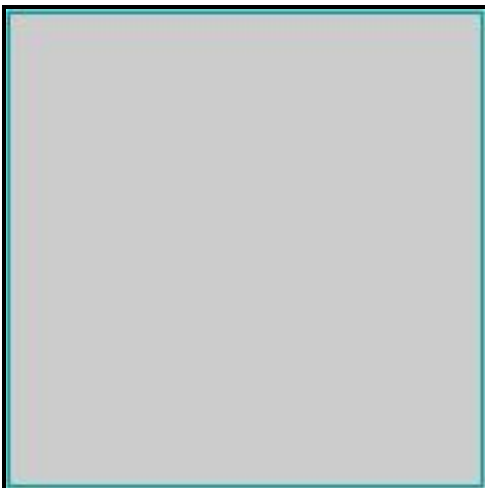
*[*Destinations are selected based on top visited webpages for the month.]*

Advertising for Destination Pages:



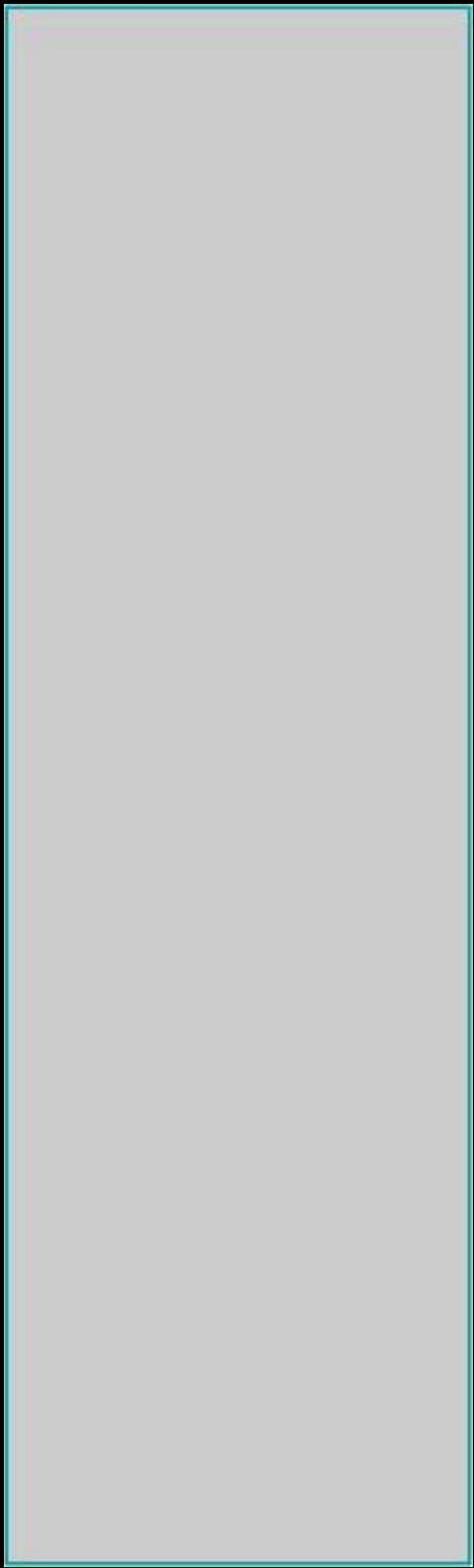
125 x 125 Banner Ad Rates

- 6 months at RM 450
- 12 months at RM 900
- Left Column Only



180 x 180 Banner Ad Rates

- 6 months at RM 900
- 12 months at RM 1500
- Right Column Only



180 x 600 Banner Ad Rates

- 6 months at RM 1800
- 12 months at RM 3000
- Right Column Only

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Sponsorship

Support our ecotourism efforts

Nature Escapes only accepts **a limited number** of [sponsorships](#) that support our mission for local and foreign visitors to explore, experience and educate themselves about the beauty and biodiversity of Malaysia's pristine places.

Our sponsorship program aims to target dedicated and professional companies that provide safe and satisfying nature tours and services for our visitors for a memorable Malaysian holiday experience.



In return, your ecotourism business receives **extreme visibility** on our website to boost your business opportunities with our highly targeted audience. That's the bonus of online advertising with an authoritative website.

Our priority is to ensure that any recommendations from Nature Escapes meet with the highest standards of customer service within the nature tourism industry.

Benefits of sponsorship

Nature Escapes' popularity thrives on our **passionate and independent voice** within the nature tourism industry.

The relationship with our sponsors seeks to reflect and reciprocate our values to be in tune with nature and provide a real natural experience.

Sponsorship comes with the following features:

- High visibility linked ad (125x125) in right-hand column of most pages (over 200+) of the website.
- A **full webpage** dedicated to your business with a review of services.
- Any selection of banners, video and other promotional aides on your webpage.
- Option for **reservation form** on NE webpage with direct email alerts.
- Option for customer comments added to webpage after using services.
- Services highlighted in issue of NE newsletter to subscribers (over 400 and growing).
- Sponsorship pricing is **to be negotiated** with each client.

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Grow With Us

Let's seek a beneficial relationship

Nature Escapes is growing. Our visitors are increasing. Our efforts to promote the best ecotourism experiences in Malaysia are really just beginning.

Our success depends on finding the right ecotourism businesses to promote for our visitors. We challenge everyone from luxury beach resorts to jungle eco-lodges to kampung home-stays to work with us to find a solution that benefits your bottom line and our goals.



If our [advertising options](#) do not meet your needs, then make a counter proposal. If you can offer a unique nature experience for our visitors, then we want to hear from you.

Our survey data tells us that Nature Escapes visitors are searching for ecotourism options, tour recommendations and outdoor entertainment for the entire family.

The sooner you take action to connect with our ready-to-go visitors, the more opportunities your business will have to capture their interest and gain a steady flow of customers.

Let's promote the phenomenal natural beauty of Malaysia and enhance the ecotourism experience in the country with the best nature outings and services.

All the best,

Rick Gregory

Contact

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