

G.A.P Adventures Signs Deal with Affiliate Window to Expand its Affiliate Marketing Programme

By G.A.P Adventures

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G.A.P Adventures, the world leader in adventure travel, announces a new partnership with Affiliate Window, the UK's leading and award-winning affiliate marketing network.

As one of the first adventure travel companies to launch an affiliate marketing programme, G.A.P Adventures is capitalising on both the recent North American affiliate launch and the strength of adventure travel as one of the fastest growing travel segments.

“The benefits of G.A.P Adventures’ new affiliate programme are wide reaching; an excellent conversion rate thanks to our competitive price point, a compelling commission structure and a regular incentive programme” said Gareth Hamilton, Marketing Manager, EMEA for G.A.P Adventures. “We believe that by proactively supporting our affiliates with regularly updated campaign creative, a broad product portfolio and a soon-to-be-added affiliate XML feed that our new partnership will play a strategic role in driving our mutual success.”

G.A.P Adventures offers affiliates the opportunity for up to 5% commission for each online booking they produce. Interested publishers can apply to the G.A.P Adventures affiliate programme through Affiliate Window or by visiting the affiliate sign-up page on the G.A.P Adventures website at: <http://www.gapadventures.com/affiliate-program>

With over 75,000 registered affiliates in the UK, Affiliate Window is a premier provider of affiliate marketing programmes in the country and handles over 750 merchants, ranging from blue-chip brands to niche specialist retailers.

“G.A.P Adventures is a great company to work with and we are delighted with this new partnership. An increasingly high number of travel companies are recognising the importance of affiliate marketing programmes as part of their marketing mix and we are confident that our market-leading technologies will play a major role in assisting and enhancing the performance of G.A.P Adventures” said Mathew Downs, Director of Sales and Marketing at Affiliate Windows.

About G.A.P Adventures

G.A.P Adventures is a world leader in the adventure travel industry offering small group adventures on all seven continents and beyond to more than 85,000 global travellers annually. The award-winning trips, which focus on culture, nature and active travel, are ideal for those with a sense of adventure – people who want to leave the beaten path and authentically immerse themselves in a local culture or environment to experience the real world in a sustainable manner. Demonstrating its ongoing cultural, social and economic commitment to responsible tourism, G.A.P Adventures established the Planeterra Foundation, as a way the company and its passengers can give back to the communities visited. For more information, please visit www.gapadventures.com.

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GAP Adventures has specialized in sustainable adventure travel since 1990 with a focus on cultural journeys & wildlife encounters. Over 85,000 travellers experience the real world with us every year.

Category	Affiliate Program, Travel, Marketing
Tags	affiliate, Marketing, Travel, Online, web2 0, adventure, Tourism, retail, Green, sustainable, environment
Email	Click to email author
Phone	00442032381155
Address	P.O. Box 60561
City/Town	London
State/Province	Greater London
Zip	W2 7QN
Country	United Kingdom