

### **THE VIDEOTEX ADVANTAGE**

The travel industry is already using videotex because:

- it is a powerful advertising and promotion medium
- services are available instantly 24 hours a day, seven days a week
- information is never obsolete, never out of date
- there are no expensive printing and distribution costs
- in the competitive travel and tourist environment, videotex is a dramatic way to increase market share
- any kind of information can be made available anywhere
- it is a means of reaching the consumer right in his or her own home
- integrated videotex services, including travel services, are popular with young, up-scale consumers
- it is a way for even small operators in the travel sector to reach millions of potential customers
- it helps cut overhead costs

# TELEFLIGHT

Welcome to our flight information service. Reservations can be made through any one of the following:

- 1 Carrier Index
- 2 Destination Index
- 3 Calendar Index

All major credit cards are accepted, tickets will be held at flight departure desk.