

# Pet Friendly Travel



## Niche Marketing Research

**Free Sample Report**

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**BigCatSkillz Marketing**

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## Introduction

This guide will give you some great insights into this particular niche and how to target it. If you are new or inexperienced at Affiliate Marketing don't let the apparent complexity or terminology put you off. (Refer to the last page of this report on where to get additional help and guidance.) And don't think you have to be able to put together a fabulous website and be a master of Adwords to benefit. Everything here applies equally to simple article marketing or using a Squidoo lens or blog.

## Niche Overview

Bring Fido along for the ride?...or leave him at home?

Millions of pet owners (especially dog owners) around the world choose to travel with their pets every single day. This can be for a wide variety of reasons, including pleasure and an extension of "pet pampering", moving, temporary displacement from home, etc.

At first glance this might seem like a small niche...but think again! There are some massive income opportunities here to help pet owners find hotels, book airline tickets, vacation packages, buy travel products, etc.

There's plenty of stable and ultra high target traffic to go after in a way that's very scalable in this niche that can keep any affiliate busy and building income on for a long time.

Although percentage payouts may seem low at typically anywhere from 1-10%, the dollar amount of travel purchases can be quite large.

As an example, payouts on a confirmed hotel stay through Hotels.com are 5%. From the tests we've done, it's very common for many hotel bookings to be in the \$250-\$1000 range, and can obviously go much higher depending on the stay. However even in the \$250-\$1000 range, you are looking at an affiliate payout anywhere from \$12.50 to \$50.00 and conversions can be extremely high.

There's a ton of value you can add as an affiliate by helping people find EXACTLY what they're looking for and fantastic opportunities for cross selling, especially if you build an email list along the way.

This is a HUNGRY and motivated audience ready to make a purchase if you provide good value and stay specific with your targeting and keywords.

For a great example of a highly respected affiliate site in this niche, check out <http://www.dogfriendly.com>, who targets people travelling with dogs from all angles and has even been recognized by Forbes several times.

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## Your Niche Market

### *Who...Why...What*

Pet owners of just about any kind can be targeted (even bird owners!).

In general, your primary audiences can be:

People Who Travel With Their Dogs

Subcategories

-> Large Dogs

-> Small Dogs

People Who Travel With Cats

People Who Travel With Exotic Pets

However, one of the largest and most motivated audiences for pet travel information are dog owners, followed somewhat by cat owners.

The motivation level for “pet travel” purchases is typically higher with dog owners for 2 primary reasons:

1. It's much more difficult to just leave a dog at home and have a friend or family member check on them every couple days, like you can with a cat. Dogs are simply much more human dependent on a daily basis than cats are.
2. Dog owners are generally more inclined to want to bring their dog along with them on vacation or other type of travel simply for pleasure and companionship.

Another reason to consider about dog owners' motivation level is they are a bit more concerned about information gathering before bringing their dog with them, since they know dogs can generally be more of a concern behaviour-wise vs. cats.

--Please don't think we have anything against cats here. :) ...just the way it is for the most part with this niche.

As you target various aspects of this niche, keep the the most likely motivation behind the search top of mind when writing an article, building your site, landing pages, and your ad text...

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What we mean by keeping that motivation in mind that for example is people looking at luxury hotels or fun vacation packages are much more likely travelling with their pet for pleasure, so you'd probably want to make sure and point out any additional "pampering" services offered by a hotel, and push those emotional hot buttons of the enjoyment of bringing their pet along and not leaving him or her behind.

On the other side of that are people travelling or staying somewhere else with their pet out of necessity. Those people are much more likely to be concerned about logistics, facts, and cost.

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## Targeting your Niche – Suggested Approaches

### Key Points to Adding Good Value

Don't be lazy! This niche will take some work, but there are huge rewards to be had.

If you go the extra mile and do some legwork for people, they will respond. Realize that one of the best things you can do for these people is to take the extra time and research pet policies from hotels, airlines, car rental companies, etc.

Lay it out for them so it's easy to make a decision without having to go to another website or do another search.

Some of the primary concerns are things such as:

Logistics of hotel stays (i.e. - does their pet need to be kennelled? Can it be left alone?)

Extra costs – Deposits (refundable or non-refundable?), extra cost per night, extra fees by airlines, etc.

### Products to Promote

- > Hotel Bookings
- > Airline Tickets
- > Car Rentals
- > Pet Travel Gear
- > Pet Meds
- > Other Misc. Pet Products
- > Training

**Additional Income Tip:** Write some manuals or “tips” guides and sell them to people via PayPal on your site. This can be a great way to add to your income from this niche, especially if you have a subscriber list.

### Sample Affiliate Sites to Use for Ideas

- <http://www.fidofriendly.com/>
- <http://www.bringfido.com/>
- <http://petfriendly.com/>
- <http://www.dogfriendly.com/>
- <http://www.pets-allowed-hotels.com/>
- <http://www.1clickpethotels.com/>
- <http://www.flypets.com/>

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<http://www.petfriendlytravel.com/>  
<http://www.pettravel.com/>  
<http://www.petswelcome.com/>  
<http://www.petflight.com/>

Merchants to consider affiliating with: (sample list for US only – can obviously be expanded outside the US)

## Hotel and Travel Bookings

<http://www.hotels.com>  
<http://www.orbitz.com>  
<http://www.expedia.com/>  
<http://www.tripadvisor.com/>  
<http://www.travelocity.com/>  
<http://www.priceline.com/>  
<http://www.sidestep.com/>  
<http://www.choicehotels.com/>  
<http://www.sheraton.com/>  
<http://www.westin.com/>  
<http://www.gtahotels.com/>  
<http://www.ihg.com/>  
<http://www.bestwestern.com/>  
<http://www.expedia.com/>  
<http://www.marriott.com/> (great for extended stays)  
<http://www.budget.com/>  
<http://www.dollar.com/>  
<http://www.funjet.com/>

## Pet Travel Products and Medication

<http://www.petco.com/>  
<http://www.petsmart.com/>  
<http://www.dog.com/>  
<http://www.petcarerx.com/>  
<http://www.1800petmeds.com/>

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## Traffic Tips & Keyword Lists

### Paid Traffic

For pay per click, we'd advise staying very specific, focusing primarily on city based keywords, destination searches to start. If you're building an email list, you can test out some more general keywords to monetize a broader range of traffic.

You can also test the content network, but another great technique would be to use Adwords placement targeting to target specific "pet travel" sites (i.e. dogfriendly.com) and specific URL's within those sites.

### Article Traffic

Plenty of very low competition traffic from the keyword lists below to write your heart out and pick up free traffic.

### SEO Traffic

One idea to test is to buy city specific domains and optimize a simple site for city specific pet friendly or dog friendly hotel information. For most cities, it should be no trouble to get ranked with a few backlinks.

### Forum and Social Traffic

Dogster, Dogbook, and many pet forums can be a great place to spend some time picking up free traffic wherever you see topics relevant to pet travel.

This is by no means a completely exhaustive list. When combined with city keywords, you can build a keyword list that will easily run into the 10's of thousands.

Cats are certainly a possibility to test with some keyword variations, however most searches are done for either "pets" or "dogs".

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## ***Theme – Hotels and Accommodations***

(Note: You can test general variations of the root keyword phrases, but you'll most likely get the best results from trying city and location based keywords first)

### Dog Friendly Hotels (Cities)

-->You can use this list to expand even further by combining many other variations such as “dog friendly motels” or “dog friendly b&b” with the city names, and also adding other city names and locations.

dog friendly hotels in la  
dog friendly hotels in las vegas  
dog friendly hotels in new york city  
dog friendly hotels la  
dog friendly hotels in key largo  
dog friendly hotels in north carolina  
dog friendly hotels virginia beach  
dog friendly hotels in virginia beach  
dog friendly hotels in dc  
dog friendly hotels dc  
dog friendly hotels in seattle  
dog friendly hotels san diego  
dog friendly hotels south lake tahoe  
dog friendly hotels key west  
dog friendly hotels va  
dog friendly hotels in va  
dog friendly hotels in south lake tahoe  
dog friendly hotels in los  
dog friendly hotels in key west  
dog friendly hotels in salt  
dog friendly hotels new york  
dog friendly hotels ocean city  
dog friendly hotels in orange  
dog friendly hotels in nc  
dog friendly hotels nc  
dog friendly hotels in ocean city  
dog friendly hotels seattle  
dog friendly hotels in wisconsin  
dog friendly hotels wisconsin  
dog friendly hotels in north carolina  
dog friendly hotels north carolina  
dog friendly hotels in long island  
dog friendly hotels in rhode island  
dog friendly hotels in jackson

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dog friendly hotels in ft lauderdale  
dog friendly hotels corpus  
dog friendly hotels in san diego  
dog friendly hotels in fort lauderdale  
dog friendly hotels buffalo  
dog friendly hotels in savannah  
dog friendly hotels savannah  
dog friendly hotels huntington  
dog friendly hotels madison  
dog friendly hotels in ct  
dog friendly hotels in reno  
dog friendly hotels williamsburg  
dog friendly hotels in williamsburg  
dog friendly hotels ct  
dog friendly hotels boise  
dog friendly hotels atlantic city  
dog friendly hotels spokane  
dog friendly hotels az  
dog friendly hotels mt  
dog friendly hotels albany ny  
dog friendly hotels in santa fe  
dog friendly hotels knoxville  
dog friendly hotels duluth  
dog friendly hotels santa fe  
dog friendly hotels in asheville  
dog friendly hotels newport ri  
dog friendly hotels in rehoboth  
dog friendly hotels asheville  
dog friendly hotels in flagstaff  
dog friendly hotels flagstaff  
dog friendly hotels in montauk  
dog friendly hotels in wildwood  
dog friendly hotels madison wi  
dog friendly hotels in sedona  
dog friendly hotels savannah ga  
dog friendly hotels redding  
dog friendly hotels in williamsburg va  
dog friendly hotels in santa monica  
dog friendly hotels montauk  
dog friendly hotels alexandria  
dog friendly hotels hamptons  
dog friendly hotels sedona  
dog friendly hotels in atlantic city  
dog friendly hotels albany  
dog friendly hotels laughlin  
dog friendly hotels rehobeth  
dog friendly hotels in charleston sc  
dog friendly hotels ocean city md

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dog friendly hotels columbus  
dog friendly hotels charleston sc  
dog friendly hotels charlottesville  
dog friendly hotels palm springs  
dog friendly hotels in palm springs  
dog friendly hotels santa monica  
dog friendly hotels erie  
dog friendly hotels in columbus  
dog friendly hotels flagstaff az  
dog friendly hotels bar harbor  
dog friendly hotels grand canyon  
dog friendly hotels gainesville  
dog friendly hotels in palm desert  
dog friendly hotels in savannah ga  
dog friendly hotels ashland  
dog friendly hotels in wilmington  
dog friendly hotels in wilmington nc  
dog friendly hotels charlotte nc  
dog friendly hotels wilmington nc  
dog friendly hotels omaha  
dog friendly hotels in asheville nc  
dog friendly hotels in laughlin  
dog friendly hotels wilmington  
dog friendly hotels in ocean city md  
dog friendly hotels asheville nc  
dog friendly hotels in rehoboth beach  
dog friendly hotels galveston  
dog friendly hotels lake george  
dog friendly hotels reno nevada  
dog friendly hotels in lake george  
dog friendly hotels in charlotte nc  
dog friendly hotels in atlanta  
dog friendly hotels rehoboth beach  
dog friendly hotels in cape may nj  
dog friendly hotels in arizona  
dog friendly hotels in tucson

## Dog Friendly Hotels (Interstate Routes)

We also noticed in the Google Keyword Tool that people search for hotels on interstate routes and popular highway routes, so an entire list can be built from that as well.

Here are a few examples

dog friendly hotels along i 95  
dog friendly hotels i 95  
dog friendly hotels along i 35

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dog friendly hotels i 35  
dog friendly hotels along i 40  
dog friendly hotels i 40  
dog friendly hotels along i 5  
dog friendly hotels i 5  
dog friendly hotels along pch  
dog friendly hotels pch

pet friendly hotels along i 95  
pet friendly hotels i 95  
pet friendly hotels along i 35  
pet friendly hotels i 35  
pet friendly hotels along i 40  
pet friendly hotels i 40  
pet friendly hotels along i 5  
pet friendly hotels i 5  
pet friendly hotels along pch  
pet friendly hotels pch

## Other City Variations

hotels in \_\_\_\_\_ that allow pets  
hotels in \_\_\_\_\_ that allow dogs  
hotels in \_\_\_\_\_ that allow animals

motels in \_\_\_\_\_ that allow pets  
motels in \_\_\_\_\_ that allow dogs  
motels in \_\_\_\_\_ that allow animals

## Dog & Pet Friendly Hotels (General)

dog friendly hotels usa  
dog friendly hotel search  
dog friendly hotels search  
dog friendly hotel chains  
find dog friendly hotels  
best dog friendly hotels  
hotels that are dog friendly  
dog friendly hotels and inns  
hotel chains that allow dogs  
major hotel chains that allow dogs  
dog friendly hotel list  
list of dog friendly hotels  
hotels dogs allowed  
hotels dogs welcome  
luxury dog friendly hotels

# Pet Friendly Travel

pet friendly hotels usa  
pet friendly hotel search  
pet friendly hotels search  
pet friendly hotel chains  
find pet friendly hotels  
best pet friendly hotels  
hotels that are pet friendly  
pet friendly hotels and inns  
hotel chains that allow pets  
major hotel chains that allow pets  
pet friendly hotel list  
list of pet friendly hotels  
hotels pets allowed  
hotels pets welcome  
luxury pet friendly hotels

## Other Accomodation Types

dog friendly b & b  
dog friendly bed and breakfast  
dog friendly bed & breakfast

dog friendly cottage  
dog friendly cottages

dog friendly vacation condos

dog friendly cabins

dog friendly lodging

## Hotel Specific

does hilton hotels allow pets  
does radisson hotels allow pets  
does ramada allow pets  
does sheraton hotels allow pets

## Large Pets and Dogs

hotels that allow large dogs  
hotels that allow large pets

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## *Theme – Pet Friendly Air Travel*

Note: These may be good ones to replace with “cats” as well.

### General (Pets)

air travel with a pet  
airline pets in cabin  
flying pets on airplanes  
airline travel with a pet  
airline travel with pets  
pet travel airlines  
airline policies for pets  
airline pet policies  
best airlines for pet travel  
what are the best airlines for pet travel  
what's the best airline for pet travel  
which airlines allow pets  
which airlines allow pets on board  
which airlines accept pets in the cabin  
which airlines allow pets as carry on luggage  
which airlines allow pets on the airplane  
which airlines fly pets  
airlines pets allowed  
bring pet on board airline  
airlines that allow pets  
airlines that accept pets  
pet friendly airlines  
flying with pets  
pet air travel  
which airlines allow carry on pets  
tips for flying with pets  
tips for air travel with pets  
advice for flying with pets  
advice for air travel with pets

### General (Dogs)

air travel with a dog  
airline pets in cabin  
flying dogs on airplanes  
airline travel with a dog  
airline travel with dogs  
dog travel airlines  
airline policies for dogs  
airline dog policies

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best airlines for dog travel  
what are the best airlines for dog travel  
what's the best airline for dog travel  
which airlines allow dogs  
which airlines allow dogs on board  
which airlines accept dogs in the cabin  
which airlines allow dogs as carry on luggage  
which airlines allow dogs on the airplane  
which airlines fly dogs  
airlines dogs allowed  
bring dog on board airline  
airlines that allow dogs  
airlines that accept dogs  
dog friendly airlines  
flying with dogs  
dog air travel  
which airlines allow carry on dogs  
tips for flying with dogs  
tips for air travel with dogs  
advice for flying with dogs  
advice for air travel with dogs

## Airline Specific

Insert Airline Name pets  
Insert Airline Name pet policy  
Insert Airline Name dogs  
Insert Airline Name cats  
does Insert Airline Name allow pets  
does Insert Airline Name allow dogs  
does Insert Airline Name allow cats

Comprehensive List of Airlines (with website links)

<http://airlinecontact.info/>

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## ***Theme - Pet Friendly Car Rentals***

pet friendly car rental  
pet friendly car rentals  
pet friendly car rental companies  
pet friendly car rental agencies

dog friendly car rental  
dog friendly car rentals  
dog friendly car rental companies  
dog friendly car rental agencies

car rentals dogs  
car rentals dog policy

car rentals pets  
car rentals pet policy

## ***Theme – Pet Travel Products***

air travel pet carrier  
air travel pet carriers  
airline approved dog carrier  
airline approved dog carriers  
airline approved pet carrier  
airline cat carrier  
airline dog carrier  
backpack dog carriers  
backpack pet carrier  
cat travel carrier  
cat travel carriers  
designer dog bags  
designer dog carrier  
designer dog carriers  
designer pet carrier  
designer pet carriers  
dog airline carriers  
dog backpack carrier  
dog car seat  
dog carriers for air travel  
dog travel carriers  
luxury pet carrier  
nylon dog collars  
personalized dog collars  
pet airline carriers

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pet airplane carriers  
pet carrier airline  
pet carrier airplane  
pet carrier for air travel  
pet carrier motorcycle  
pet carrier purse  
pet carrier tote  
pet carriers airline approved  
pet carriers for air travel  
pet carriers for airline travel  
pet travel accessories  
pet travel airline  
pet travel airlines  
pet travel airplane  
pet travel bag  
pet travel bags  
pet travel carriers  
pet travel crate  
pet travel crates  
travel air pet carrier  
travel dog carrier

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## Getting Help & Support

### ***Niche Nemesis Guide***

If you do decide to join the [AffiliateNicheClub](#), not only will you receive the first of our exclusive Niche Reports **you will also receive our FREE special bonus:-**

#### **'Niche Nemesis'**

Our 'Niche Nemesis' guide will help you identify, test and target any niche!

### ***Don't Get Scammed!***

There are literally tons of guides and membership sites out there that you *will* at some point be tempted to buy or join. Many promise *the secret* to instant affiliate marketing success. **Don't be fooled or scammed.** The truth is **Affiliate Marketing is NOT some big secret...**some mystery that only a privileged few 'Gurus' can master. It's just marketing, common sense, and hard work...below are our main recommendations for Affiliate Marketing products that we have used to help us along the way and still use and refer to every day:-

#### **[Wealthy Affiliates](#)**

THE best Affiliate Marketing membership there is covering all aspects of Affiliate Marketing, with great guidance, tutorials, tools and the most helpful forum around.

#### **[Beating Adwords](#)**

THE guide to mastering PPC Adwords.

#### **[Inside the List](#)**

THE guide to mastering List Building.

#### **[AdInfiltration](#)**

THE guide to mastering placement targeting.

#### **[Micro Niche Finder](#)**

THE only keyword tool we use outside Google's own tool.

#### **[Bum Marketing Method](#)**

THE guide to mastering Article Marketing. (This is a free guide)

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