

For Immediate Release

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ISM Publishes TravelTweets100

Agency's website features their picks for the top 100 travel experts on Twitter

BOSTON, MA -- ISM, a consulting, marketing and advertising firm that specializes in problem solving for premier travel and lifestyle brands, has curated a collection of 100 influential travel resources on Twitter. Visitors to <http://traveltweets100.com>, can view a single display of the latest tweets from these 100 contributors, along with their Twitter profiles.

Among those featured are travelers, writers, connoisseurs, industry leaders, marketing experts, varying from well-known personalities to hidden gems and in-the-know travel enthusiasts. Featured Tweeters include journalist and travel expert Peter Greenberg (@PeterSGreenberg); Barney Harford, CEO of Orbitz (@barneyh); Robert Reid, Travel Editor for Lonely Planet (@reidontravel); Henry Harteveltdt, leading industry analyst at Forrester Research (@hharteveltdt); and Nancy Novogrod, Editor-in-Chief at Travel + Leisure (@nnovogro).

"As marketers for premier travel brands, we're always gathering information and insight during our travels. Through Twitter, we're able to share with a global audience the best travel experts who inform and inspire us," explained Max Pfennighaus, ISM's Associate Creative Director / Digital (@ismtravels).

"As Twitter continues its exponential growth, ISM has created a unique online destination to find everything on the subject of travel, without being interrupted by irrelevant Tweets," remarks Bob Minihan, ISM's Executive Creative Director and Partner (@bminitravels).

ISM plans to regularly update the top 100 list to continue to recognize leading contributors within the travel space on Twitter and encourages visitors to the TravelTweets100 website to make future recommendations.

ISM provides innovative marketing and advertising solutions to leading travel and lifestyle brands. The agency is based in Boston and features a passionate team of senior-level staff from the client side of the industry alongside top creative talent. Creating stories that travel since 1984, ISM includes among its current clients Four Seasons Hotels and Resorts, American Express, Emirates, Abercrombie & Kent Residence Club, Best Western and the United Nations Foundation.

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