

I built it, now make them come visit!

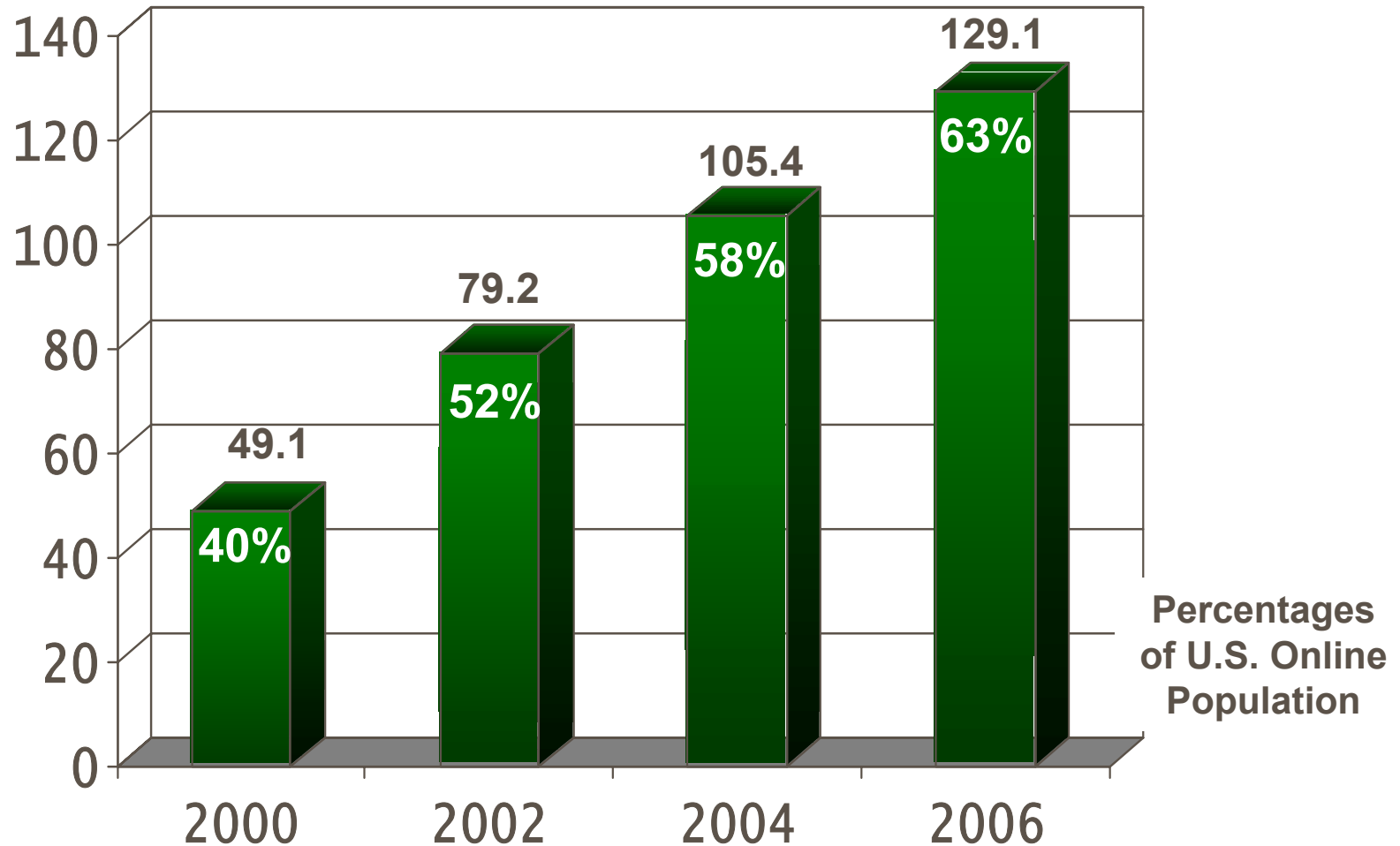


An excerpt from 'HELP! I Need To
Get To The 21st Century Quick!'



Presented by:
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U.S. Online Buying Population



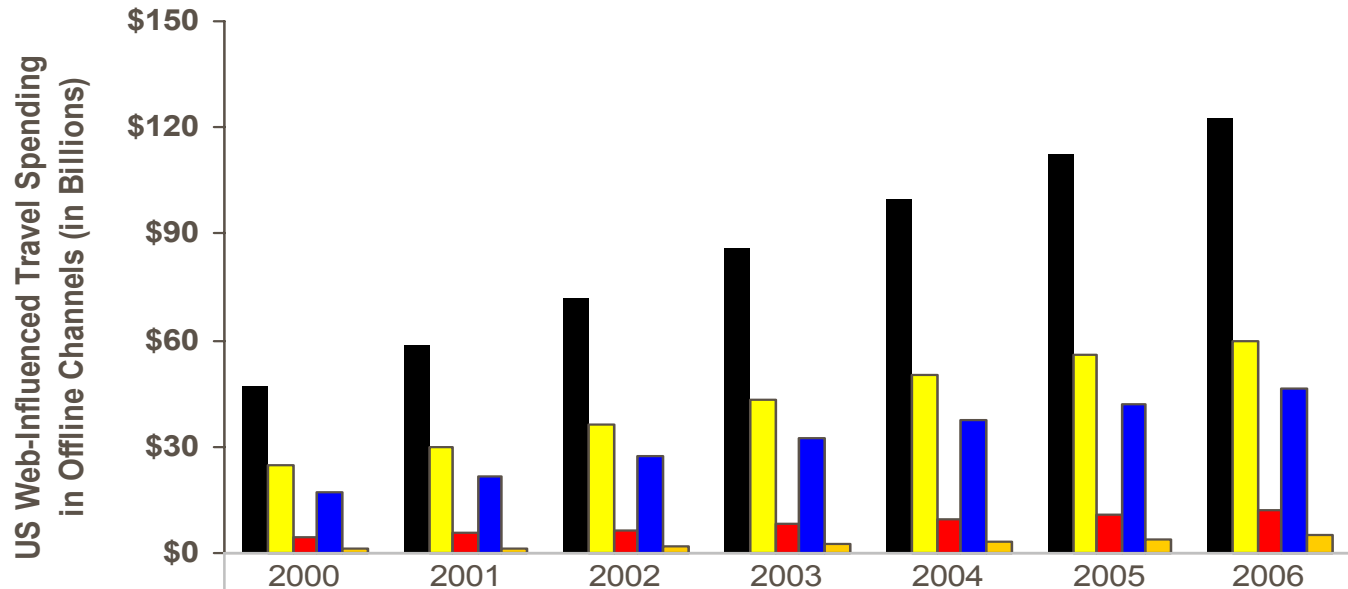
Source: Jupiter Media Metrix Expressed in Millions

U.S. Online Travel Booking Revenue



Source: Jupiter Media Metrix Expressed in Billions

The Web Influences Travel Purchases Made Offline



■ Total travel dollars spent offline as a direct result of online research	47.1	58.4	72.1	86.0	100.1	112.5	122.8
■ Air	24.5	30.0	36.5	43.2	50.0	55.7	59.8
■ Car rental	4.5	5.5	6.6	8.0	9.4	10.6	11.8
■ Hotel	17.1	21.6	27.1	32.3	37.6	42.2	46.3
■ Cruise and tour	1.0	1.4	1.8	2.4	3.1	4.0	5.0

Source: Jupiter Media Metrix, 2001

Leading Source of Information for key life Decisions

Specialized Information Sources	Internet	TV	Newspaper	Radio	Magazine
Reference Information	54%	1%	2%	<1%	2%
Travel Information	51%	3%	9%	1%	9%
Health Information	39%	14%	12%	2%	20%
Product Reviews	31%	11%	11%	1%	21%
Auto Information	30%	4%	24%	1%	9%
Financial Information	28%	9%	19%	1%	1%
Technology News	24%	12%	11%	12%	13%

Source: Forrester Research – Survey of US Consumers

“The internet presents a great opportunity for **smaller, regionalized businesses** to market and sell their services as consumers continue to turn to the Web as a primary channel for researching and purchasing travel.”

Lyn Oakes, Respond

“It’s hard to consider going to a place that doesn’t have a web site”

“I need to see my accommodations before I book my reservation”

“If they are not on the web, I don’t even know they exist”

e-Tip #1:

Use what You've Got!

- Print, Radio & TV Ads
- Promotional Pieces
- Business Cards
- Brochures
- Logos

e-Tip #2:

Get Graphical!

- Purchase low-cost banner ad space
- Trade banners & logo links
- Post online coupons
- Sponsor targeted e-newsletters
- Create “I know something you don’t” interactive ads

e-Tip #3:

Smile for the Engines

- Write rich, meaningful copy
- Use targeted, keywords & phrases
- Uniquely title all pages
- Use descriptive text links
- Don't try to trick the masters!

e-Tip #4:

Link It Up!

- Link everything within your site
- Link to relevant outside sites
- Ask relevant sites to link back
- Don't befriend bad links!

e-Tip #5:

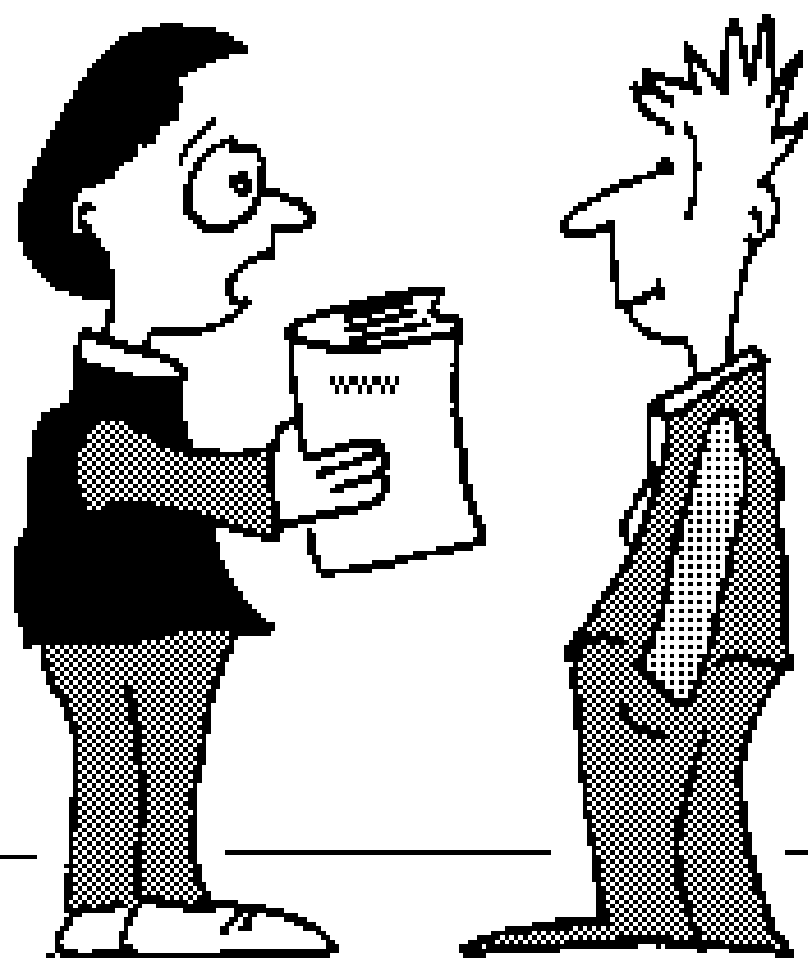
No Postage Necessary

- Allow for easy viral marketing
- Email past customers valuable info
- Create an e-newsletter
- Link your email signature
- Don't be a Spammer!

“It [email] deserves a spot in the list of great communications inventions such as the printing press, telegraph and telephone,” *Pacific Research Institute for Technology Studies*

The 21st Century is here, so Face 'The Truths'

- It's getting harder and harder to get noticed on the Internet – but it's not impossible.
- Getting noticed on the Net requires that you be proactive in promoting your site, spending time on marketing every day.
- Consumers are not waiting for you to get online, they're booking with those who are online.
- What worked yesterday probably won't work today, and will certainly not work tomorrow.



www.psnw.com/~jmw5/cc

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and it was only published last week...

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