I built it, now make them come visit!

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

Presented by:
Rebecca Acosta, LCTP
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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

US Web-Influenced Travel Spending in Offline Channels (in Billions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total travel dollars spent offline as a direct result of online research</th>
<th>Air</th>
<th>Car rental</th>
<th>Hotel</th>
<th>Cruise and tour</th>
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</thead>
<tbody>
<tr>
<td>2000</td>
<td>47.1</td>
<td>24.5</td>
<td>4.5</td>
<td>17.1</td>
<td>1.0</td>
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<tr>
<td>2001</td>
<td>58.4</td>
<td>30.0</td>
<td>5.5</td>
<td>21.6</td>
<td>1.4</td>
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<tr>
<td>2002</td>
<td>72.1</td>
<td>36.5</td>
<td>6.6</td>
<td>27.1</td>
<td>1.8</td>
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<tr>
<td>2003</td>
<td>86.0</td>
<td>43.2</td>
<td>8.0</td>
<td>32.3</td>
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<tr>
<td>2004</td>
<td>100.1</td>
<td>50.0</td>
<td>9.4</td>
<td>37.6</td>
<td>3.1</td>
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<tr>
<td>2005</td>
<td>112.5</td>
<td>55.7</td>
<td>10.6</td>
<td>42.2</td>
<td>4.0</td>
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<tr>
<td>2006</td>
<td>122.8</td>
<td>59.8</td>
<td>11.8</td>
<td>46.3</td>
<td>5.0</td>
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</table>

Source: Jupiter Media Metrix, 2001
## Leading Source of Information for key life Decisions

<table>
<thead>
<tr>
<th>Specialized Information Sources</th>
<th>Internet</th>
<th>TV</th>
<th>Newspaper</th>
<th>Radio</th>
<th>Magazine</th>
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<tr>
<td>Reference Information</td>
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<td>2%</td>
<td>&lt;1%</td>
<td>2%</td>
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<td><strong>Travel Information</strong></td>
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<td>3%</td>
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<td><strong>9%</strong></td>
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<tr>
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<td>12%</td>
<td>11%</td>
<td>12%</td>
<td>13%</td>
</tr>
</tbody>
</table>

*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”

_TIA Online Consumer Survey, 2002_
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.
This book I bought on the Web is out of date and it was only published last week...
I built it, now make them come visit!

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