



Internet Marketing Workshop

Jamaica August 2006

Caribbean Regional Sustainable Tourism Development Programme





World Wide Web: Constant Innovation Continues

- Explosion of Social Networks
- Web2.0
- Content & Rich Media Syndication & RSS
- Travel Meta Search Engines
- Success of Pay-Per-Click



World Wide Web: Personalization

According to the latest YPB&R Travel Monitor Surveys & Travel Weekly

- Today's travelers demand
 - **Choice**
 - **Control**
 - **Flexibility**
 - **Independence**



Google Search I'm Feeling Lucky

Advanced Search Preferences Language Tools

Home Add a tab

TravelPod.com Recent Updates

- [And now to Athens!! - Athens, Greece](#)
- [The Visible Might of Calgary - Calgary, Canada](#)
- [Hjem, Kjære Hjem! - Bodø, Norway](#)

Destination Hotels & Resorts - All Experiences Special Offers for Colorado

- [Early Season - Fourth Night Free, Destination Resorts Vail in Vail, CO](#)
- [Family Fun Getaway Package, The Gant in Aspen, CO](#)
- [Fuel Your Fun Package, Destination Resorts Snowmass in Snowmass Village, CO](#)

Mauna Lani Resort News Headlines

- [Mauna Lani Resort on the Big Island of Hawaii - BR Cohn Wine Dinner](#)
- [Sunset Magazine's Gardens in Paradise Getaway Comes to Mauna Lani Resort](#)
- [Ke Kumu O Mauna Lani Wellness Event 2006](#)

Gmail

Inbox Hide preview Sean, me (4) - Message - damn-have n Sep 15

Traffic for kensington, md



Travelocity - My Travelocity Specials

- [\\$143+ Flights From Washington, DC to Denver - Save 50%*](#)
- [\\$223+ Flights From Washington, DC to Dallas/Fort Worth - Save 30%*](#)
- [\\$203+ Flights From Washington, DC to Memphis - Save 20%*](#)
- [\\$143+ Flights From Washington, DC to Denver - Save 50%*](#)
- [\\$203+ Flights From Washington, DC to Memphis - Save 20%*](#)
- [\\$223+ Flights From Washington, DC to Dallas/Fort Worth - Save 30%*](#)

Travelocity

Flights Cars Hotels

Find Me The Best Priced Trip!

From: To:

Departing: Sep 18 Returning: Sep 19

Adults (18-64) 1

More search options on Travelocity:
Seniors (65+), Minors (2-17),
First Class, One-Way

LabPixies - Coolest Gadgets On The

AA Domestic Next Weekend Net SAAver Fares

- [Fare Offers And Sales](#)
- [AA Domestic Fares Purchase By 09/08/06](#)
- [Fare Sales And Offers](#)

Weather

Kensington, MD
79°F
Partly Cloudy
Wind: SE at 8 mph
Humidity: 57%

Today Mon



OVERALL OBJECTIVE

- Maximize the effectiveness of the NTO Website as a marketing tool
- Format:
 - Building blocks
 - Hands on exercises
 - Participation



WHAT WE ARE GOING TO COVER

WORKSHOP 1

- Driving business to your destination Website
- Fundamentals of Internet Marketing Today

WORKSHOP 2

- Planning, Measurement and introduction to E-CRM
- Managing the Website as a Dynamic Business Application
- Future Online Tools & Technologies



WORKSHOP 1

Day 1



DAY 1: Driving Business to your Destination Website

Fundamentals of Internet Marketing Today

- **Who is out there?**
 1. Understanding the sources of online consumer
- **How do I reach these consumers?**
 2. Tools & Techniques for getting these consumers to your Website
- **Am I getting my fair share?**
 3. Techniques to measure Website reach
- **How do I make the most of every Website visit?**
 4. Website design best practices



Getting to Know Each Other

- Introductions
- Fill out the Survey



Who is online and where are they?

Putting online travel into perspective



Sources of Online Consumers: Size of the Audience

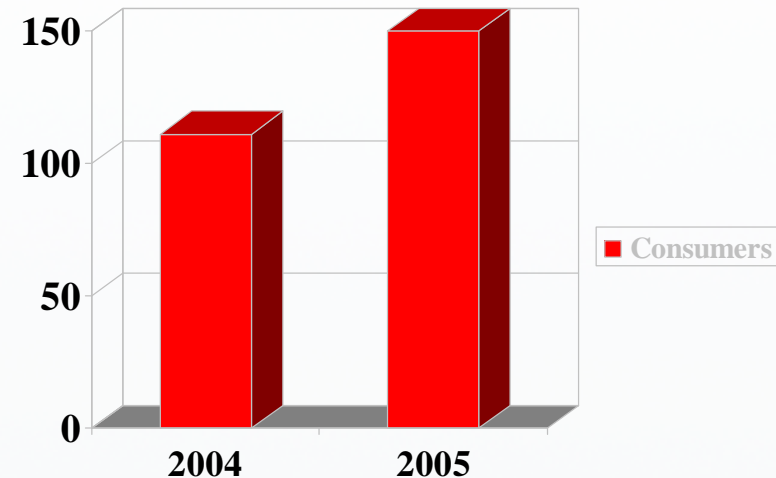
- Between 700M and 1B people online worldwide
 - Projected to almost double by 2010
- Websites online
 - 2004: 4,300,000,000 Websites in Google Index
 - 2005: 9,000,000 Website in Google Index; 19,000,000,000 Items in Yahoo
 - 2006: Google stopped reporting...
- Consumers viewed 3.7 billion video streams in March 2006
- 45% of US online consumers have broadband (up from 30% in 1 year)

Computer Industry Almanac , Nielsen Net Ratings, ComScore & Pew Internet



Sources of Online Consumers: Online Travel Growth

- 150 million consumers visited a travel Web site in 2005 – 35% increase over previous year
- Online travel revenues exceeded \$60 billion in 2005, representing a 20% increase versus 2004
- All travel segments posted gains



Consumes Online (US) in Millions

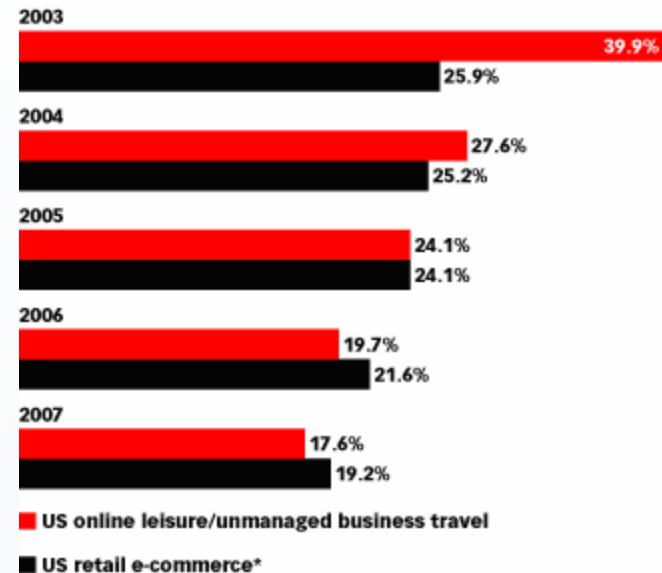
According to Comscore US Consumer survey, June 2006



Sources of Online Consumers: Online Travel Growth

- Online travel sales continue to grow year over year: 20% for 2006
- Retail starting to outpace travel online as ecommerce for items like apparel, health & beauty and home furnishings grow
- Pace slowing for all early ecommerce success stories like travel, books and computers
- Travel ecommerce is maturing: not enough to be out there anymore
- Online attention is getting more competitive
- Watch what the other early leaders are doing to reach and retain consumers

Annual Growth of US Online Leisure/Unmanaged Business Travel Sales vs. US Retail E-Commerce Sales, 2003-2007 (% increase vs. prior year)



Note: *eMarketer benchmarks its retail e-commerce sales figures against US Department of Commerce data, for which the last full year measured was 2005; in May 2006, the US Department of Commerce revised its estimates for 1999 through 2005
Source: eMarketer, May 2006

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www.eMarketer.com



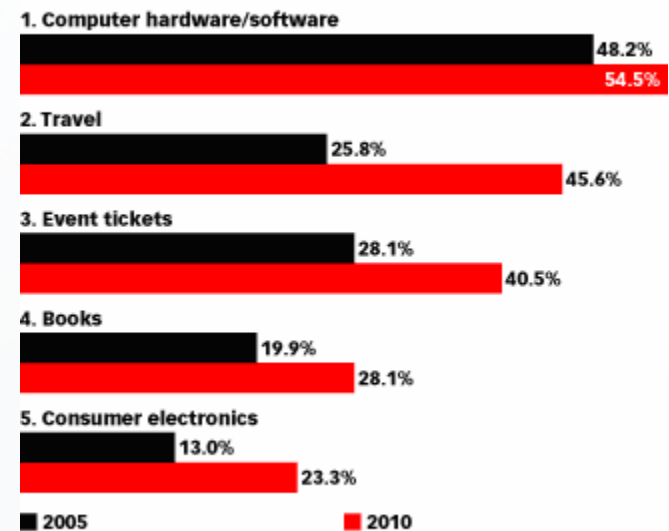
Sources of Online Consumers: Online Travel Growth

- 26% of all Travel booked online in 2005
- Projected to be almost 50% by 2010

Things to consider:

- What will drive the growth over the next 4 years?
- Why is the pc industry higher?

Top Five B2C E-Commerce Categories in the US, 2005 & 2010 (% of total category sales)



Source: Forrester Research, March 2006; eMarketer calculations, May 2006
073102 www.eMarketer.com



Sources of Online Consumers: Online Travel Growth Drivers

- According to YPB&R 2006 National Leisure Travel Monitor:
 - 50% booked a trip online
 - 64% performed research online
 - 71% used 3rd party travel agency sites
 - Why?

9 out of 10 respondents: ability to compare and combine airfare and hotel rates =
CUSTOMIZATION



Sources of Online Consumers: Online Travel Growth

- **Broadband:** 45% of US online consumers have broadband (up from 30% in 1 year).
- **Video:** The number of consumers viewing video online grew 18% from October 2005 to March 2006 according to ComScore Networks, In total, consumers viewed 3.7 billion video streams in March and slightly less than 100 minutes of video content per viewer per month.
- Forty-eight million American adults have contributed some form of **user-generated content** on the Internet, it found. That's 35 percent of Internet users.
- Of those adults who have posted content on the Web, 73 percent, or 31 million, have a broadband connection at home.



Sources of Online Consumers: Online Travel Growth Drivers

WHEN CONSIDERING TRAVEL DESTINATION, LEVEL OF CONFIDENCE

	2005	2006
Friends/Family	82%	82%
Travel agent	47%	52%
Travel guidebooks	53%	50%
Company/Destination Website**	44%	44%
Travel brochures	42%	40%
Print/broadcast Media	33%	36%
“Blog” Reviews	N/A	27%
Travel advertising	25%	24%



Sources of Online Consumers

- With all that said...where are these website visitors coming from?

