

101 Ways to Promote Your Tourism Business Web Site



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Full of practical, proven techniques and step-by-step strategies, this informative resource teaches internet tourism businesses how to attract visitors and convert them into paying customers. With a design that allows each chapter to stand on its own, the

book provides easy and immediate implementation for a variety of promotion strategies, including those geared for bed and breakfasts, campgrounds, and theme parks. By learning to utilize industry-specific internet newsgroups and mailing lists, businesses can target their customers, examine advertising techniques of their competitors, and ensure consistent visibility on the Web. Tips on updating, revisiting, and rethinking a business's online presence round out the advice, ensuring that potential and existing clients keep coming back.

作者介绍:

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