



# 101 Ways to Promote Your Tourism Business Web Site: Proven Internet Marketing Tips, Tools, and Techniques to Draw Travelers to Your Site (101 Ways series)

*By Susan Sweeney CA*

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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.

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## **Editorial Review**

### **Review**

"Absolutely fabulous! Susan is the very best resource for tourism internet marketing." —Dennis Campbell, vice president, Atlantic Tours & Ambassadors

"Susan Sweeney's savvy has been a God-send to our organization. This book provides the kind of information necessary to take us to the next level." —Jim Duggan, Wild Goose Lodge

### **About the Author**

**Susan Sweeney, CA**, is a partner in VERB Interactive, an international internet marketing and website development firm. She is the author of *101 Ways to Promote Your Web Site*, *3G Marketing on the Internet*, and *The e-Business Formula for Success*. She divides her time between Bedford, Nova Scotia, and Ft. Myers, Florida.

## **Users Review**

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#### **Keith Cochran:**

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