



# **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)**

*Susan Sweeney CA*

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*Susan Sweeney CA*

## **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) Susan Sweeney CA**

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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