

2008 October e-Marketing Results Summary

REP  RT

CREATE | TRACK | ANALYZE | OPTIMIZE



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Gross Occupancy --	67.0%
YTD ADR --	\$781.00
Room nights gained (6 Months)	+ 1230

YTD Advance Bookings show strong gains over same period 2006 & continue to drive increased gains in YTD Occupancy performance

Direct Bookings - (Avg. All Properties)	YTD
Direct Bookings	65%
Web site *	10%
Call Center	55%
Wholesalers	15%
Travel Agents	12%
Other (Comp/Maint.)	9% (7%/2%)
Total	100%

* The % of Direct web site and call in (800#) bookings continues to increase VS. all other sales channels. Additionally, phone staff conservatively estimates that more far than 85% of all call in booking guests have checked the web site prior to calling.

Key Indicators	October
Total # of Unique Visitors	16,461
Natural Search Traffic	11,251
Paid Traffic	5,210
PPC Click Thru response %	0.73%
Cash value of earned natural search (non-paid)	\$10470
Total Avg. time per session	10.48
Total # of page views	52,385
Est. % bookings that viewed site	85%

Key performance message:

- 65% Direct Bookings.
- 0.73% PPC click-thru rates!

Key Index Measurement:

- 531 unique daily visitors
- 650+ top 10 listings on major search engines.

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Search Engine Visibility Web Traffic

Summary Report for : www.pinksandsresort.com

Visibility statistics ▲	
Listing in the First Position	331
Listing in the Top 5 Positions	632
Listing in the Top 10 Positions	697
Listing in the Top 20 Positions	833
Listing in the Top 30 Positions	868
Listing Which Moved Up	380
Listing Which Moved Down	128
Listing Which Did Not Changed	400
Total Listings	908
Total Positions Gained /Lost	+ 252

Key Phrases for Google

- pink sands
- pink sands bahamas
- pink sands resort
- pink sands harbour island
- bahamas
- pink sands hotel
- pink sand
- pink s
- harbour island pink sands
- pink sand beach

Referring Sites for October 2008

Domain	Percent
www.google.com	32.64%
Bookmark or direct	11.90%
www.harbourislandguide.com	11.23%
www.google.co.uk	4.85%
www.islandoutpost.com	4.44%
www.strawberryhillresort.com	4.03%
search.yahoo.com	2.89%
www.google.ca	2.29%
www.thecavesresort.com	2.24%
www.jakeshotel.com	2.11%
www.goldeneyehotel.com	1.56%
pagead2.google.com	1.52%

Search Terms for October 2008

- pink sands
- pink sands bahamas
- pink sands resort
- pink sands harbour island
- bahamas
- pink sands hotel
- pink sand
- harbour island pink sands
- pink sand beach
- pink sands harbor island
- pink sands resort bahamas
- pink sands harbour island bahamas
- harbour island bahamas

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Top Pages for October 2008

Page Name	Page Views
Default Page	18,136
wedding_details.htm	4,949
cottages.htm	4,922
rates.htm	4,524
accommodations.htm	2,381
bimini-cottage.htm	2,367
amenities.htm	2,305
dining.htm	2,201
location.htm	1,753
tours_activities.htm	1,682

October Key Performance Indicators

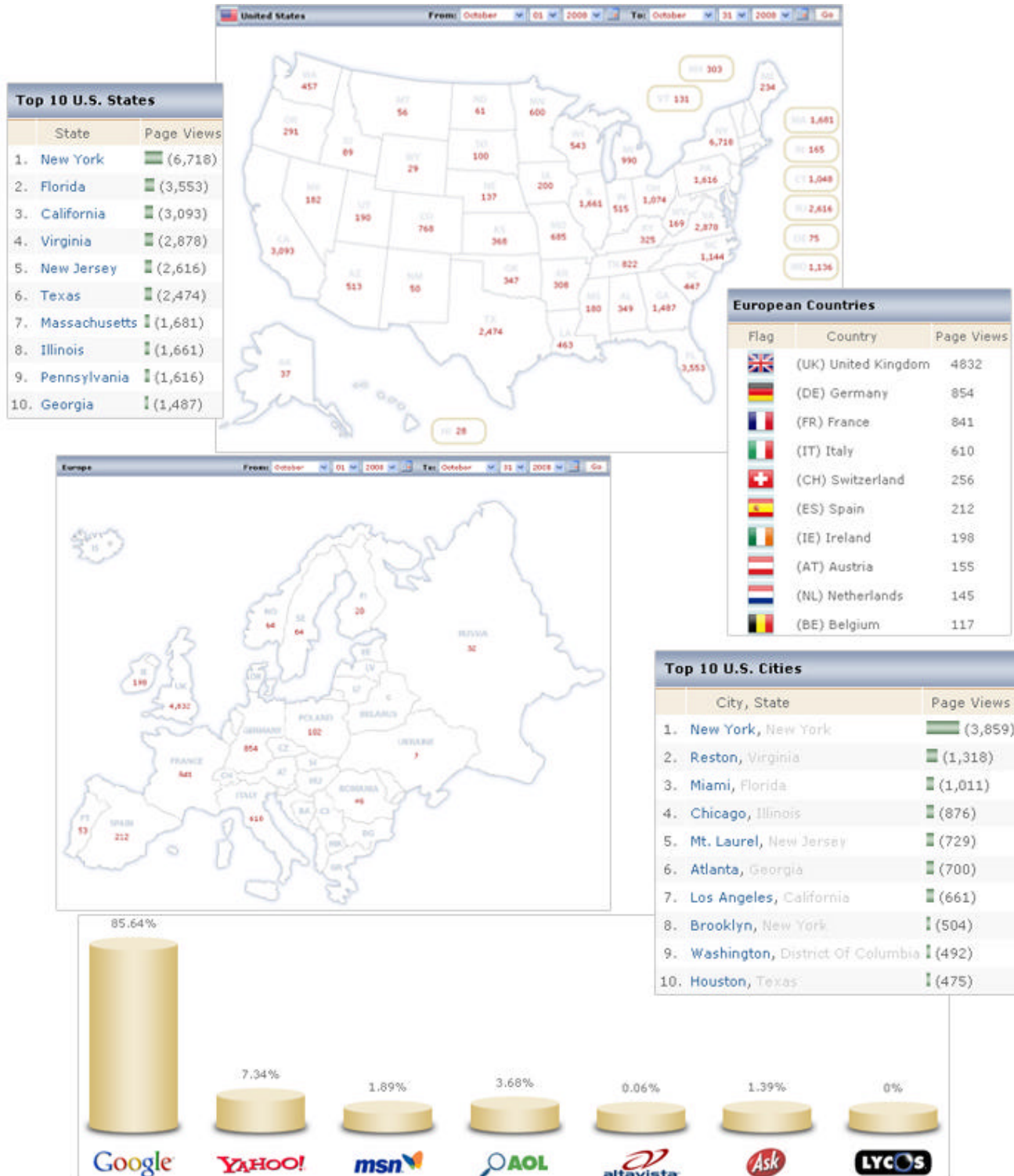
Avg Time Per Visit 10.48 minutes

Total # Referring sites - 402

Navigation From Default Page for October

Comes from	Percent	Ave. Time On Page
Default Page	41.19%	21.9 minute(s)
cottages.htm	11.44%	6.4 minute(s)
rates.htm	9.58%	24.8 minute(s)
bimini-cottage.htm	4.67%	8.5 minute(s)
accommodations.htm	4.13%	7.6 minute(s)
location.htm	3.78%	17.3 minute(s)
wedding_details.htm	3.45%	11.9 minute(s)
dining.htm	3.43%	19.6 minute(s)
tours_activities.htm	3.39%	9.5 minute(s)
amenities.htm	2.79%	19.3 minute(s)
Other	12.12%	
Total 29 :	100%	

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2007 Key E-Marketing Projects Completed

- Completed comprehensive e-Marketing review
- Implemented a full Content Management system
- Created new individual property web site
- Completed comprehensive keyword analysis & word mapping
- SEO optimized all web pages—HTML source code
- Overhauled website content
- Implemented new booking engine & related marketing tools
- Built out additional sales channels
- Implemented e-mail marketing platform with web site integration
- Implemented new real time analytics
- Implemented new photo gallery
- Created /promoted new media content section

2008 Key E-Marketing Activities in Progress

- Implement keyword based click tracking reporting
- Implement PPC ROI tracking
- Integrate real-time analytics bridge into booking engine
- Overhaul all web pages where SEO gains exist
- Build-out full database marketing solution
- Developing a Harbour Island local portal web site that will be extensively cross linked into a network of Bahamas sites
- Update the media page to look different and show media releases different

E-Marketing Outlook & Comments

- Technical / mechanical tasks have been addressed
- Additional creative opportunities exist
- Key focus is now on analysis / strategy refinement
- Significantly increase 1 to 1 database marketing
- Focus on partner marketing opportunities
- Fully leverage media opportunities

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Additional Items This Month

- Completed web analytic reports, reviews and changes
- Completed web traffic referral source reviews
- Managed and updated PPC campaigns
- Updated wedding photos
- Coordinated Pink Sands PR images
- Changed rates & specials
- Sent in photos for 100 best resorts
- Attended Marketing meeting
- Updated local Google campaign for all major markets
- Uploaded additional images for Harbour Island destination feature website
- As part of social marketing, we have created a Pink Sands page within Facebook and uploaded images
- Re-submitted the website to all major search engines (manually)
- We are expecting a strong November based upon October gains.
- Refined / adjusted PPC
- New Pink Sands rates on website
- Updated Pink Sands honeymoon packages
- Updated Go2-HarbourIsland.info Pink Sands content (dedicated destination portal)
- Updated & received approval for Pink Sands e-mail template
- Added media placement to all sites (BA article)
- Completed comprehensive e-Marketing analytic review



October 2008 Island Outpost E-Marketing Report cover memo

Island Outpost Team members,

The October e-Marketing reports are attached for each IO site including the corporate site.

The current economic challenges of the travel and tourism industry prove themselves to us and all members of the IO team daily. But having said, that we are still making extremely significant gains in terms of internet visibility (**4,439 IO keyword search engine listings**), web site visitors & guests affirmatively embracing our continually improved web site presentations (**66,000 unique visitors who averaged 15+ minutes per web site session taking the time to view more than 243,000+ individual IO web pages**), and best yet – **89%** of our overall web traffic was generated from FREE-SEO/Direct/Natural Search efforts which represented more than **\$55,000 in non-Paid earned media** in the month of October (*we are tracking to generate more than \$725,000 in free earned search engine / direct web traffic in calendar year 2008*).

Our overall marketing team's focus needs to be on additional ways to convert qualified web site traffic to bookings. Given are current total number of unique web visitors, less than a **2 %** booking conversion (*via our call centers or online*) of website visitors (*based upon an average stay – 4 nights*) would result in full occupancy levels of all properties.

Given the unique challenges of today's marketing conditions our e-Marketing focus has been highly focused in 4 areas and each represents very positive gains.

1. **Search Engine Marketing** – This is what primarily drives our e-Marketing results and overall internet visibility
 - a. Our continued focus has continued to deliver exceptionally strong returns:
 - i. In the month of October we had **66,000+** unique visitors to IO sites
 - ii. On Average – **89%** were from natural search marketing (*SEO non-paid*) / direct results – mostly from our primary / most popular keywords – and based upon the average current Google PPC bid costs for these highly rated keywords – the actual cash value of our non-paid search results / web traffic totaled to **\$56,347** in the month of October. We are now tracking to generate more than **\$ 725,635** in total earned non-paid marketing value from our SEO results in calendar year 2008!
 - iii. At present all IO sites combined represent the following natural keyword listing results (non-Paid) which have represented month over month gains for the past 18 + consecutive months:
 1. Total **1st** Position Search Engine listings – **1,331**
 2. Total **top 5** Search Engine listings – **3,025**
 3. Total **top 10** Search Engine listings – **3,452**
 4. **Total** search Engine listings – **4,439**

HTB's hotel e-Marketing success formula: TRACK. ANALYZE. OPTIMIZE.



2. Updating of all IO web sites –

- a. We have continued to update all IO websites and are now updating additional web copy as it has become available to us. The updated web content has proven to be very popular with guests and web site visitors – as average session time for all IO sites is now **15.4 minutes**, and this month alone we had **243,146 page views!** Our target consumers are embracing the updated websites! Our team challenge is to convert qualified visitors and inquires into bookings.
- b. Our overall focus is to create the best possible web experience for our visitors and to lead them to a booking path which now represents on average **83%** direct bookings excluding comps/maintenance. The importance of the web site presentation is basically equally important to call center booking guests as they on average view the IO Resort web site some **85%** of the time prior to (or while) telephoning the call center to book a reservation - A process and consumer behavior that is very normal for any high end boutique resort operation.

3. Management of the PPC campaigns –

- a. This process is ever more challenging because of the nature of the playing field:
 - i. 3rd party / Travel Trade sales sites are getting more aggressive in competitively bidding for the best resort level keywords thus driving up PPC bids and deflecting potential traffic
 - ii. Competitive offerings are doing much of the same – and many are very strongly pushing deep discounted offerings – again deflecting a share of potential web traffic
 - iii. Google’s sheer dominance of the search arena and their ever changing rules are forcing bid prices up via regulation /operational processes and when combined with increased bidding activities – the economic pressures to generate lowest possible costs for the highest qualified clicks becomes increasingly challenging.
 - iv. To date we have offset many of the above mentioned factors by focusing a portion of our PPC budget on more qualified search phrases that actual search word. This enables us to lower bidding costs for more qualified search phrases, but conversely it dramatically reduces the universe of searching opportunities (Jamaica luxury resorts – may generate a huge number of search inquiries hence have a very high bid price, whereas “Intimate Boutique resort spas in Jamaica” is highly qualified but this exact search phrase is less competitive from a bid price but few searchers use this exact phrase? Complex process with may intricate marketing / bidding strategies at play.
 - v. The real solution is to continue to build and maximize the value of our Natural Search results – as these are earned search media and non- paid!



4. Other e-Marketing initiatives-

- a. Working with Bryant, we completely updated the [GoldeneyeDevelopment.com](http://www.goldeneyedevelopment.com) web site. The addition of 4 new movies has added an incredibly strong communication presentation that effectively conveys the core of the IO philosophy. Please visit and review this site and the new movies (Jason and Jenny are now movie celebrities!):
 - i. <http://www.goldeneyedevelopment.com/>,
 - ii. <http://www.goldeneyedevelopment.com/enviornment.htm>
 - iii. <http://www.goldeneyedevelopment.com/community.htm>
- b. A separate initiative per Pink Sands – We implemented a new destination portal – GO2-HarbourIsland.info to support everything any would want to know about Harbour Island as the site has more than 400 pages represents every business/consumer offering on the island, but and features Pink Sands in every possible marketing opportunity. Please take a look.
- c. Worked hard at best leveraging all of the very strong media coverage and Press Releases our PR team is generating from a web site content and SEO perspective.

We are confident that heading into the season we are well positioned to perform far better than the industry as a whole and given our online results to date are well positioned for having the opportunity to readily convert more hotel shoppers into bookings.

Thanks,
Tom

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About Hotel Traffic Builders (HTB):

We are a full-service digital marketing agency dedicated to the boutique hotel & residential resort industry.

Our mission is very simple: ***"To maximize sales success by providing our clients with exceptional internet marketing results"***.

Our clients consistently enjoy industry leading success because of our dedicated focus and experience. Our use of state-of-the art tools, best in class technology and wealth of industry experience enable us to provide full solution applications. We recognize that our clients are experts at running their hotels, and our role is to develop and maintain online marketing leadership for our client hotels.

We differentiate ourselves through:

Industry Expertise

We have a singular specialized focus on boutique hotel, resort and vacation home e-Marketing. Our sole goal is to be the best at what we do by ensuring maximum success for all of your e-marketing activities. Our 52 person design and development technology team delivers unparalleled quality and results. Our sole focus is resort marketing.

Individual Customized Creative Approach & Solutions

Every client has unique needs, opportunities and priorities, our e-Marketing plans are always custom built and based on in-depth research of your specific hotel.

Cutting Edge Technology

We use proprietary state of the art tools and applications that enable project efficiency, measurability and success of your e-marketing. We not only promise success, we document it in a 24/7 real-time secured private reporting platform that we create for every hotel client. Our clients never wonder about how hard their marketing dollars are working because they always know!

Return On Investment

The true measurement of our success is our proven ability to deliver reservation bookings. We grow booking results year over year, and we grow advance bookings, which result in higher occupancy levels and ADRs.

Contact us at: www.HotelTrafficBuilders.com

or call us **954- 421-6399**

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