

Money Matters

A Recent ClickZ report indicated that in 2006, 72.0% of marketers planned to increase online budgets with distributed spending:

- Web sites (30.3%)
- e-mail (22.0%)
- search (20.3%)
- sponsorships (10.3%)

How would you spend \$250 to enhance your Internet presence?

If you have 15 minutes to spend, once a month, what can you do?

If you were given 30 minutes a week to enhance your Web presence, what would you do?

If you or your staff spent one hour a day what could you accomplish in the next week? month? year?



Time Matters

Finding the **time** to undertake enhancements to your Internet presence is perhaps the biggest obstacle you face in growing your business online.

Nevertheless, tourism businesses face a content crisis. With travelers creating a great volume of influential content, tourism businesses who hope to thrive in the Internet marketplace need to take steps to encourage their ideal guests to create content and involve their staff and communities in efforts to grow their presence online.

Who are the people on your staff or in your community who are the:

Writers

Photographers

Videographers

Geeks