

Are you in the midst of budgets? Wondering where to target for those additional room nights and revenue? TIA's recent article has confirmed that Online Travel continues to grow. Consider the following statistics:

- 1) Internet bookings increased 6% over '03
- 2) 64 million (30%) of entire US Adult population use Internet for travel & destination info.
- 3) Nearly 70% (45 million) booked at least 1 travel source or product.
- 4) Online bookers increased by 11% (40% in '04 vs. 29% in '03)
- 5) 5% increase in online travel expenditures over '03.
- 6) Over 36 million travelers signed up for email offers and promotions.
- 7) Nearly 11 million (30%) were influenced by an email travel promotion.
- 8) Less than 25% of Internet travelers shop by brand name.
- 9) More than 70% search by a query such as "hotels in Seattle" or relative variations.

How do these figures compare with YOUR current Internet production? If your website isn't contributing at least 15% of TOTAL hotel revenues, chances are it is underperforming. Here are some questions to consider in developing your Internet sales and marketing strategy:

- 1) Do you know how to capture more than your fair share of the market?
- 2) Do you know how to be more proactive in the dynamic Internet world?
- 3) Do you know how to effectively increase top line revenue and improve direct online contribution?
- 4) Do you know how to identify abandonment and denials that are impacting direct online conversion?
- 5) Do you know how to convert lookers to bookers?
- 6) Do you know how to drive qualified visitors to your site?

*Maximize your Internet revenue. Boost your RevPAR. Lower your customer acquisition costs. Entrust your hotel's web presence to **LMG** and watch your e-market share multiply.*

Call us today for a comprehensive evaluation of your web site and the potential revenue it represents!!!

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