Incorporating Modern Technologies

*Increase visibility of the area’s resources to non-residents by marketing regional tourism opportunities via the web, providing itineraries for various types of tourism*

(W)orld (W)ide (W)eb Strategies

1. Where hosted/ who’s hosting
2. (Re)design: content, navigation, visual
3. Marketing/Internet Search Strategies
4. Common Features
5. Things to Keep in Mind
www.strategies – who’s hosting?

- Existing url?
- New url? e.g. www.nemi.**; www.truenorth.**
- Derived from regional identity

Regional & local tourism web presence already exists...
Recommendation:

- “Develop WEB site, connected to existing tourism bureaus and chambers”:
  - Greenways inventory and Maps ARE available online
  - NOT linked to local tourism venues
  - Local tourism venues are NOT linked/utilizing Greenways

Regional Web Work YOU are already doing

Tell Regional Stories...

...Creating Experiences

Travel Michigan site...

...available locally?
U.S. 23 Heritage Route:

• Existing Web Framework
• Heritage Route priorities that can draw upon web technology:

1. Marketing and Promotion
   – Connecting local tourism venues
   – Marketing “stories” or “themes” that connect the region and link attractions (e.g., Lights of Northern Lake Huron)
   – Regionally relevant interpretive products

2. Tourism Enhancement
   – Web-based way-finding (e.g., MDOT non-motorized maps, Huron Greenways)
   – Business support tools (e.g., media tools and marketing, tourism/resource protection best practices)

www.strategies – (Re)design

• Content: Have what people are looking for
• Navigation: Make it easy to find
• Visual: clean, no gimmicks, reflect sense of place
• Maintenance: User-friendly for non-experts
WELCOME TO MY FAVORITE MINNESOTA

MINNESOTANS ARE A RESTLESS BUNCH. THEY CAN'T SIT STILL.

THAT'S WHY NOBODY KNOWS MORE ABOUT WHERE TO GO AND WHAT TO DO IN MINNESOTA THAN MINNESOTANS.

WHO BETTER TO TELL YOU WHERE THE BEST BIKING TRAILS ARE, THE SWEETEST FISHING HOLE, THE MOST PICTURESQUE CAMPING SPOT, AND THE COOLEST PLACES TO BUILD MEMORIES WITH YOUR KIDS.

SO CHECK OUT REAL MINNESOTANS’ LISTS OF THEIR FAVORITE PLACES. NEW LISTS ARE ADDED ALL THE TIME... AND, IF YOU HAVE A LIST OF FAVORITE PLACES IN MINNESOTA TO EXPERIENCE NO MATTER WHAT YOU ARE PASSIONATE ABOUT, ADD YOUR OWN LIST.

--- ENJOY ---

--- END ---

--- END ---
本当のアメリカ、「朝つける」

アメリカと日本の中间に位置するミネアポリスは、産業、文化、食の中心。世界の中心を象徴し、清流と近代な建築が共存する都市。ミネアポリスは「ハッピー・シティ」で、自然と歴史、スポーツとエンターテイメントが共存する都市です。ハッピー・シティ・ミネアポリスは、あなたの目新しい世界を発見するのに最適です。
Content Delivery
...Getting people to your site

- Search Engine Optimization
- Links, links and more links
- Search Engine Marketing

SE Optimization, a subset of search engine marketing, is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results.
Link Popularity
- Quantity
- Quality
- Why care?
  1. Links bring visitors from other sites
  2. Links give search engine spiders (robots) trails to follow to find and index or re-index your site; and
  3. Links to your site are votes for your site in search engine ranking algorithms
examples of web presences that promote the coastal tourism-related assets of the region – Many Partners! ...can we link?

Lost Opportunity
Search Engine Marketing

- Google: “click ads”
- Yahoo: “search marketing”
- Ask: “sponsored listings”

- Cost-per-click begin @ $0.05
- Set your own daily limits
- What you get...

Google advertising network includes:
Things to Keep in Mind...

- Architecture is key – to current design and future growth
- KISS Principle – design & maintenance
- Spend wisely up front…redesign is costly too!

Other Internet Uses: Supporting Local Business

- Tools for Business
  - Maps, Itineraries, Photos, Research,
  - Eco-tourism Interpretive Tools
  - Entrepreneurial Support
- Media Relations
Existing Web Presence...

• Focuses heavily on:
  – Visitor information
  – Promoting attractions/events
• Limited in supporting:
  – Tourism-related businesses
  – Media relations

Case Study: Queensland

Regional Tourism Assoc.:
• Supporting Industry
  – Library of Tools, Research, and Resources
  – Tourism Marketing Products
  – Best Practices

Local Associations:
• Marketing/Attracting Customers
  – Information and travel resources
Research and Publications in support of Tourism Industry Operators

Resource & Tourism Management and Marketing carried out locally...

Developmental Support for Local “sub-regions” or Destinations
Local Tourism Venues promote specific attractions, activities, and interpretive products

PORT DOUGLAS & THE DAINTREE
Great Barrier Reef - Australia

Simply Irresistible

Today’s National Reserve

DAINTREE CAFE TRIBULATION TOURISM

Explore these attractions:

Lake Erie Coastal Ohio

Combined Features
Case Study
Use of Modern Technologies

Capitalizing on the WEB as a Region!

Web Product Features

MARKETING - information for Visitors:
- Things to See and Do
- Visitor Information
- Events, Activities, News
- For More Information
  - Maps, Interpretive Guides, etc.

BUSINESS SUPPORT – tools for industry:
- Toolbox for Discovery Site Managers
- Media products (press releases, images, etc.)

http://www.coastalohio.com/index.asp
MARKETING through “stories”:
Things to See and Do...

Lake Erie Landscapes
- Bays, Ports and Harbors
- Forests and Farmlands
- Glacial Islands
- Grasslands and Savannas
- Lakes and Beaches
- Rivers and Streams
- Wetlands

Lake Erie Cultural History
- Legacy of Freedom
- Patterns of the People
- Pursuit of Leisure
- The First West
- Working Waterfronts

Lake Erie Natural History
- Geological Influences
- Glacial Beginnings
- Smoke on the Water
- Renaissance

Web-accessible Business Support
TOOLs:

- Lake Erie Coastal Ohio Graphics
- Interpretive Resources
- Welcoming Guests
- Marketing Tips
- Reference Library
- Legislative Resources
- Conservation Tips
- Funding Resources
- Lake Erie Coastal Ohio Planning
- Lake Erie Coastal Trail Scenic Byway Information
- Lake Erie Coastal Ohio Business Partners
Other (Unique) Technology Opportunities

and Telepresence

Other Local Networks

Telepresence

- Olympic Institute-like opportunity
- Broadcast to diving/recreation conferences, e.g., Divers Alert Network, Divefest, Long Beach SCUBA Show
- Enhanced opportunities for training
  - Formal through ACC
  - Non-formal through local association, e.g., business, Sunrise Side
Capitalizing on Thunder Bay National Marine Sanctuary
New data sets are being developed that extend sanctuary messages

Access Through In-Building Classroom Programs and Distance Learning

Education room and distance learning studio
Nautical Archaeology Live in the Classroom: “Live Dive” Broadcasts 2005

Telepresence Theater

Thunder Bay future
In water connection: The schooner *EB Allen*