

Webinar - Driving Online Sales by Using Destination - Focused Packaging and Marketing Creativity
2008-07-23

Join us for a free one hour Webinar about creating and promoting packages on your web site.

Join us for a Webinar on August 13

Space is limited. Reserve your Webinar seat now at:

<https://www2.gotomeeting.com/register/300453642>

Join us for a free one hour Webinar about creating and promoting packages on your web site. We will discuss the advantages of packaging hotels with a "reason" to visit your destination. Packaging is not just for hotels in resort areas, unique area events, spas and recreation, festivals, holiday events, sports arena activities, and more are all 'reasons' to visit your area.

We will cover the many ways packaging can help boost traffic to your web site through search engine optimization and by boosting PageRank through link strategies, while making your hotel site more saleable to site visitors. We will discuss how and why online packaging can improve your site's ratio of visitors to reservations conversion.

We will talk about the step-by-step process of putting package elements together, pricing techniques, determining the most popular destination elements and methods of promoting packages on the Internet.

Our presentation will include a discussion of new site design techniques which support online revenue management elements and customer feed-back directly on your site.

Join us for a free and informative marketing discussion

Title: Driving Online Sales by Using Destination-Focused Packaging and Marketing Creativity

Date: Wednesday, August 13, 2008

Time: 1:00 PM - 2:00 PM EDT

System Requirements

PC-based attendees

Required: Windows(R) 2000, XP Home, XP Pro, 2003 Server, Vista

Macintosh(R)-based attendees

Required: Mac OS(R) X 10.3.9 (Panther(R)) or newer

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