

# VisitMaine.com Year-Over-Year Traffic and Contextual Advertising Review

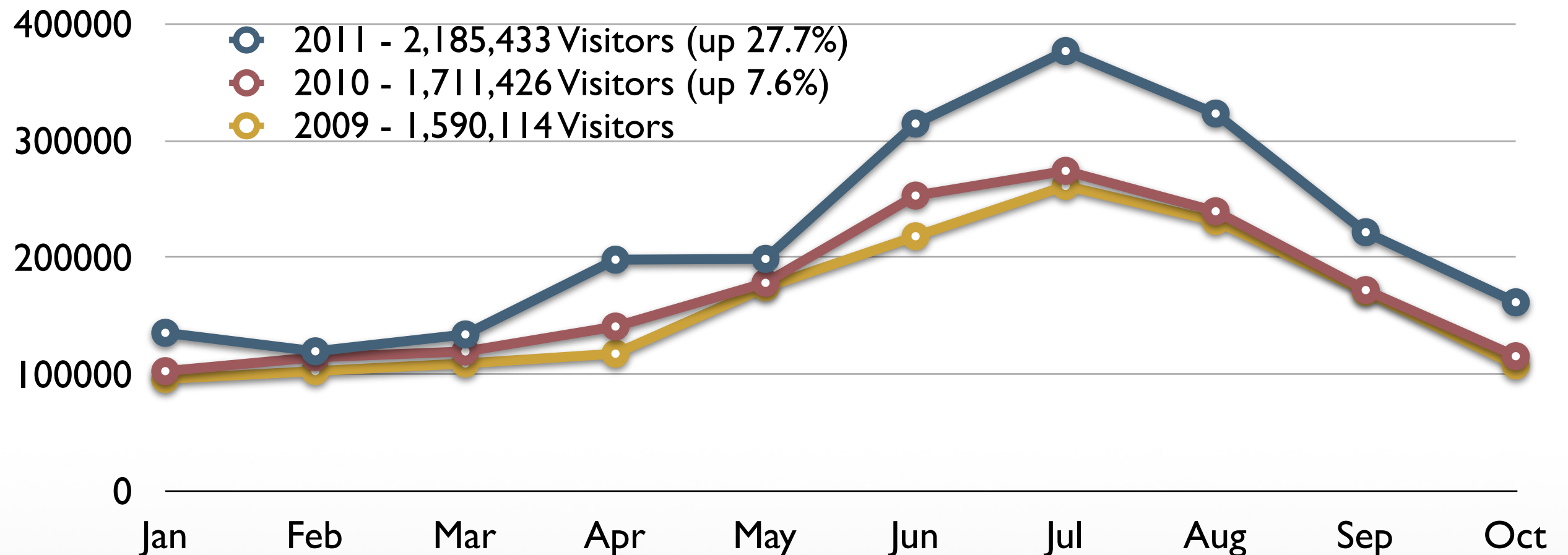
November 17, 2011

# 2011 Activity Focus

- Content Development
  - Over 400 new pages created
- Email Marketing
  - More frequent, more targeted campaigns
  - Almost 3 million emails delivered by end of year
- Online Marketing
  - Expanded and focussed online advertising

# Overall YTD Site Performance

- Overall site traffic up 27.7% year-over-year.  
(2,250,836 visits YTD)

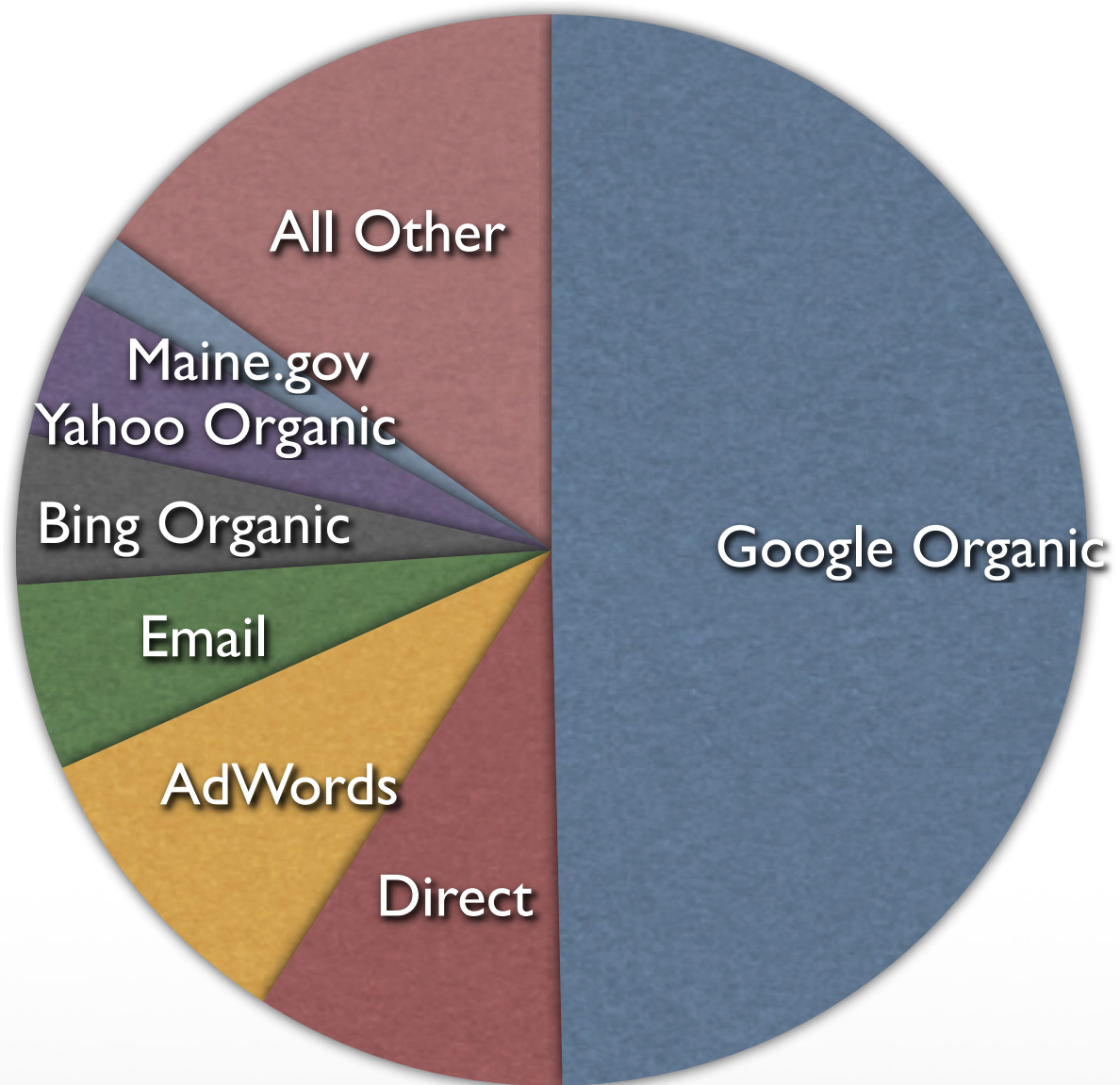


# Traffic Sources - 2011

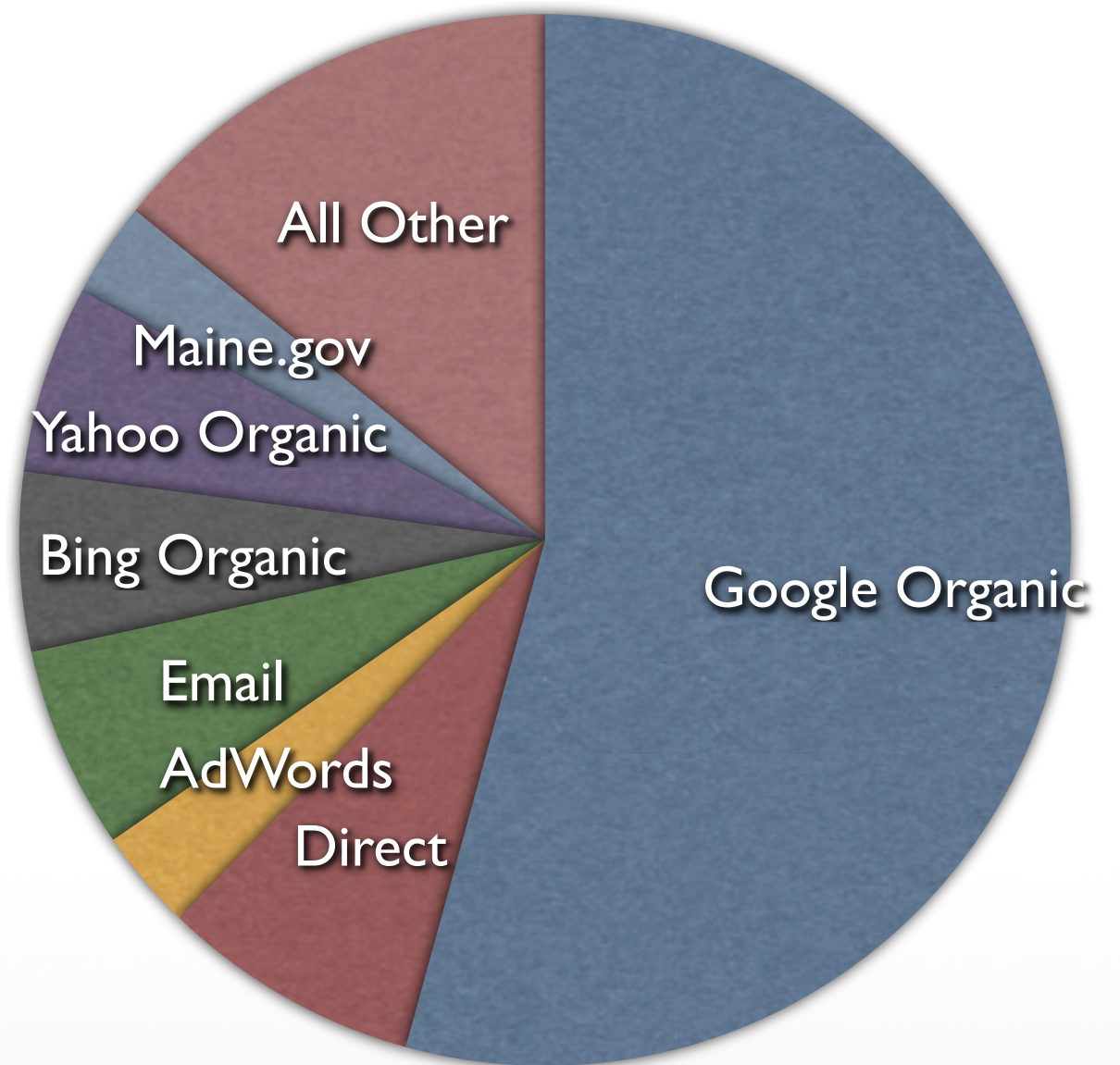
Source	Percent of Total	Percent Change
1. Google Organic	49.68%	16.9%
2. Direct	9.68%	50%
3. AdWords	9.28%	283.9%
4. Email	5.63%	15.1%
5. Bing Organic	4.51%	4.7%
6. Yahoo Organic	4.47%	-1.1%
7. Maine.gov Referral	1.94%	-15.4%
8. Other (<1% of total)	15.12%	35.7%

# Traffic Mix

2011

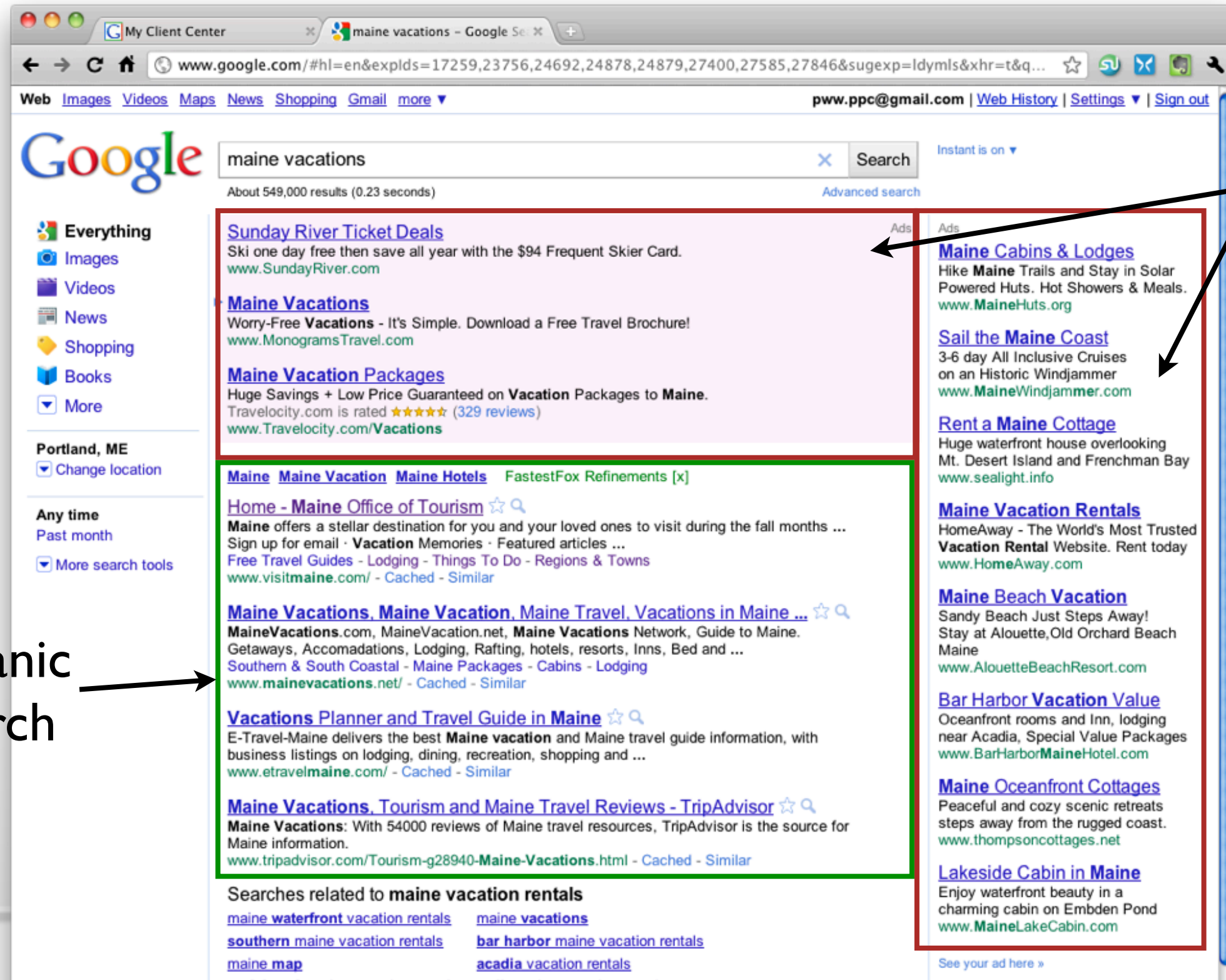


2010





# Google's Advertising Platform



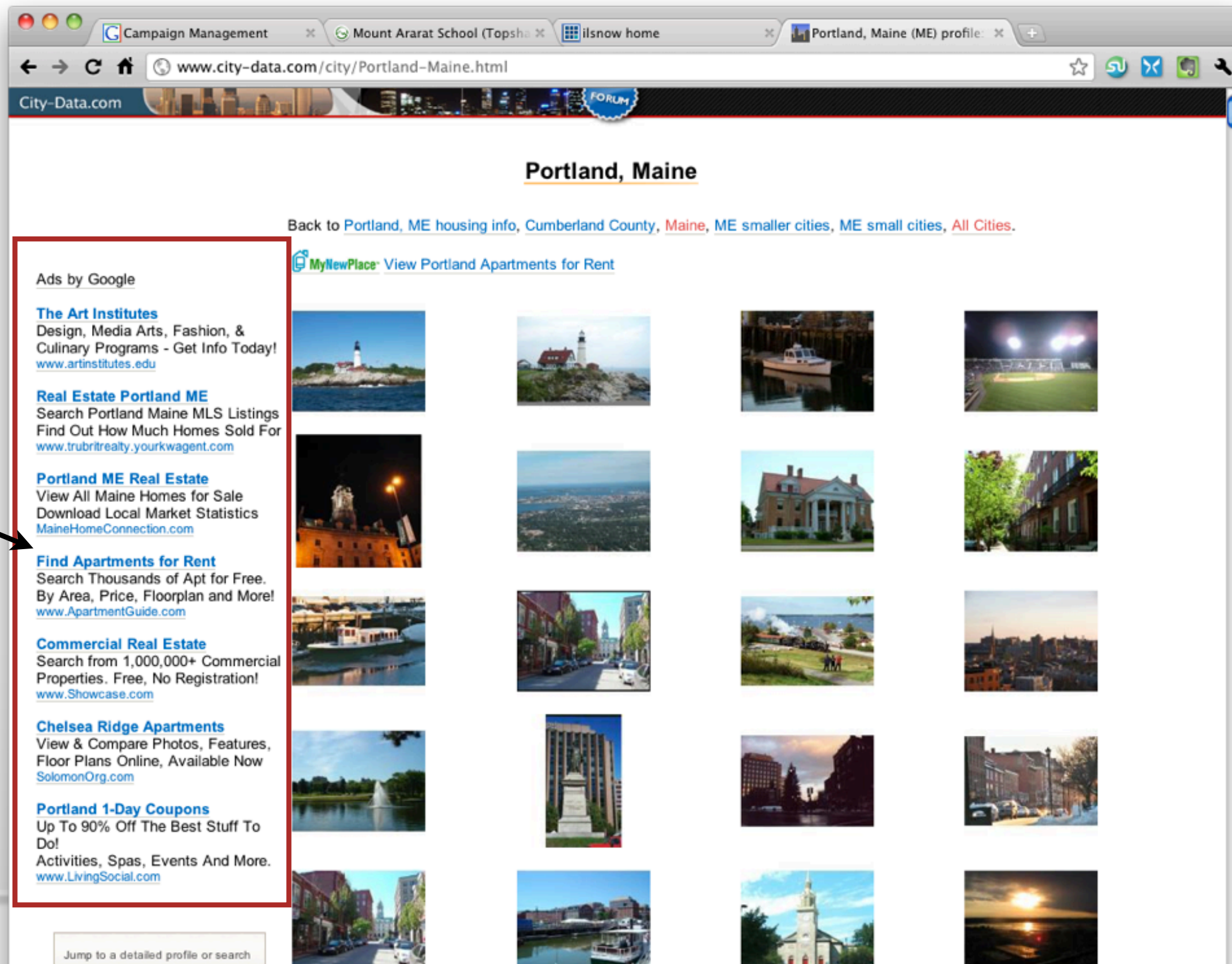
The screenshot shows a Google search for "maine vacations" with the following results:

- Organic Search Results (Left Column):**
  - Sunday River Ticket Deals**: Ski one day free then save all year with the \$94 Frequent Skier Card. [www.SundayRiver.com](http://www.SundayRiver.com)
  - Maine Vacations**: Worry-Free Vacations - It's Simple. Download a Free Travel Brochure! [www.MonogramsTravel.com](http://www.MonogramsTravel.com)
  - Maine Vacation Packages**: Huge Savings + Low Price Guaranteed on Vacation Packages to Maine. Travelocity.com is rated ★★★★★ (329 reviews) [www.Travelocity.com/Vacations](http://www.Travelocity.com/Vacations)
  - Maine Maine Vacation Maine Hotels**: FastestFox Refinements [x]
  - Home - Maine Office of Tourism**: Maine offers a stellar destination for you and your loved ones to visit during the fall months ... Sign up for email · Vacation Memories · Featured articles ... Free Travel Guides - Lodging - Things To Do - Regions & Towns [www.visitmaine.com/](http://www.visitmaine.com/) - Cached - Similar
  - Maine Vacations, Maine Vacation, Maine Travel, Vacations in Maine ...**: MaineVacations.com, MaineVacation.net, Maine Vacations Network, Guide to Maine. Getaways, Accomadations, Lodging, Rafting, hotels, resorts, Inns, Bed and ... Southern & South Coastal - Maine Packages - Cabins - Lodging [www.mainevacations.net/](http://www.mainevacations.net/) - Cached - Similar
  - Vacations Planner and Travel Guide in Maine**: E-Travel-Maine delivers the best Maine vacation and Maine travel guide information, with business listings on lodging, dining, recreation, shopping and ... [www.etravelmaine.com/](http://www.etravelmaine.com/) - Cached - Similar
  - Maine Vacations, Tourism and Maine Travel Reviews - TripAdvisor**: Maine Vacations: With 54000 reviews of Maine travel resources, TripAdvisor is the source for Maine information. [www.tripadvisor.com/Tourism-g28940-Maine-Vacations.html](http://www.tripadvisor.com/Tourism-g28940-Maine-Vacations.html) - Cached - Similar
- Paid Search Results (Right Column):**
  - Maine Cabins & Lodges**: Hike Maine Trails and Stay in Solar Powered Huts. Hot Showers & Meals. [www.MaineHuts.org](http://www.MaineHuts.org)
  - Sail the Maine Coast**: 3-6 day All Inclusive Cruises on an Historic Windjammer [www.MaineWindjammer.com](http://www.MaineWindjammer.com)
  - Rent a Maine Cottage**: Huge waterfront house overlooking Mt. Desert Island and Frenchman Bay [www.sealight.info](http://www.sealight.info)
  - Maine Vacation Rentals**: HomeAway - The World's Most Trusted Vacation Rental Website. Rent today [www.HomeAway.com](http://www.HomeAway.com)
  - Maine Beach Vacation**: Sandy Beach Just Steps Away! Stay at Alouette, Old Orchard Beach Maine [www.AlouetteBeachResort.com](http://www.AlouetteBeachResort.com)
  - Bar Harbor Vacation Value**: Oceanfront rooms and Inn, lodging near Acadia, Special Value Packages [www.BarHarborMaineHotel.com](http://www.BarHarborMaineHotel.com)
  - Maine Oceanfront Cottages**: Peaceful and cozy scenic retreats steps away from the rugged coast. [www.thompsoncottages.net](http://www.thompsoncottages.net)
  - Lakeside Cabin in Maine**: Enjoy waterfront beauty in a charming cabin on Embden Pond [www.MaineLakeCabin.com](http://www.MaineLakeCabin.com)

Paid  
Search

Organic  
Search


# Contextual Ads



City-Data.com

## Portland, Maine

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# AdWords Strategy

- Increase visitor volume while maintaining parity in visitor quality with organic visitors.
- Balance cost with visitor quality.
- Drive visitor conversions.

# Evolution of advertising footprint



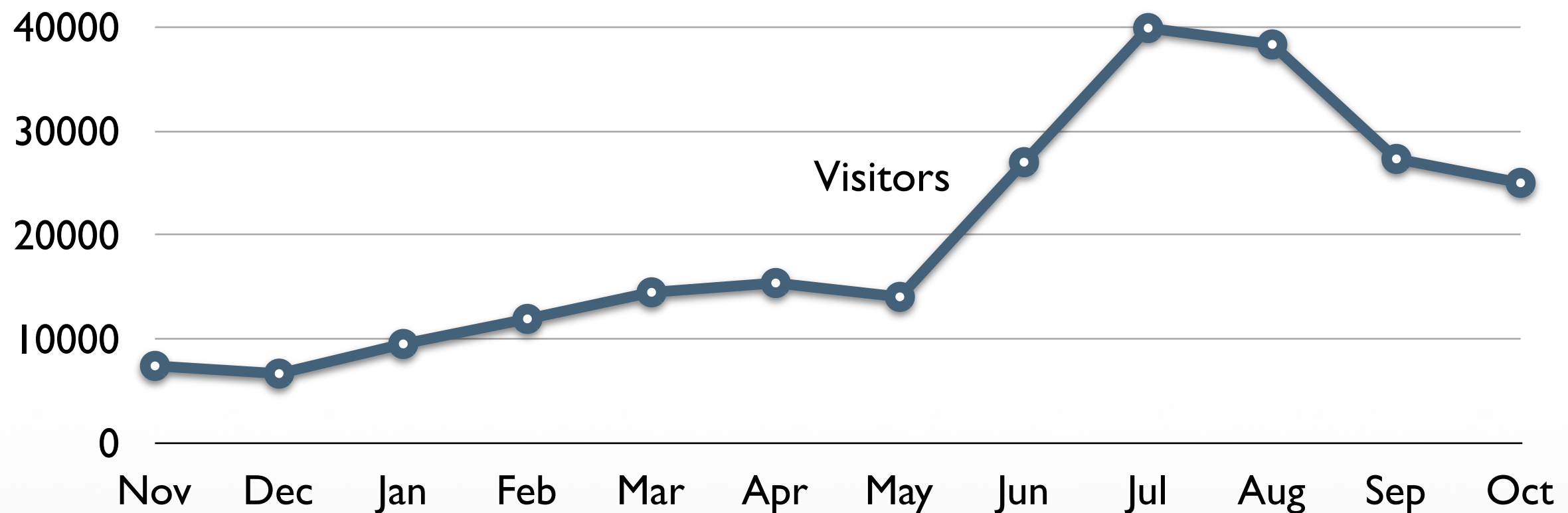
Sept 21 - Oct 31 2010



Sept 21 - Oct 31 2011

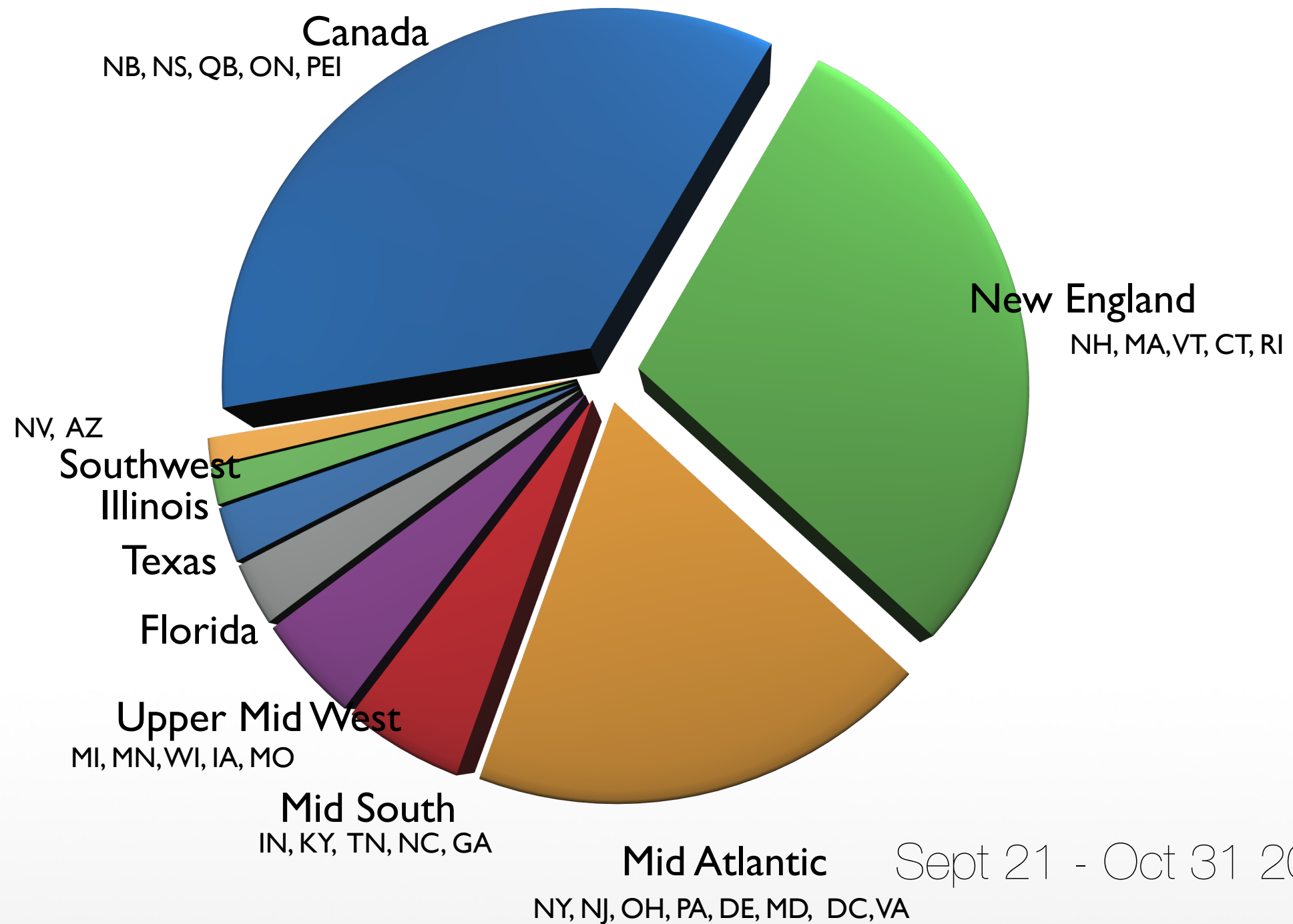
# Visitor Volume

- Consistent relative growth, accounting for 9.3% of site traffic.





# Current geographical mix

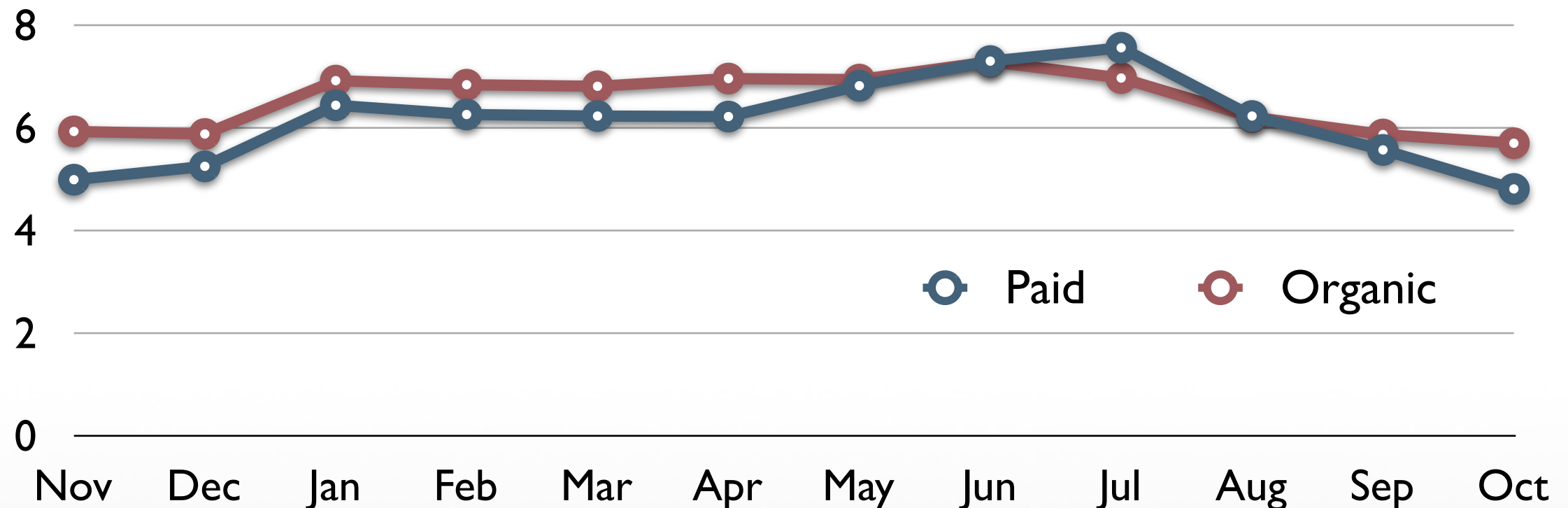


Sept 21 - Oct 31 2011

# Visitor Quality

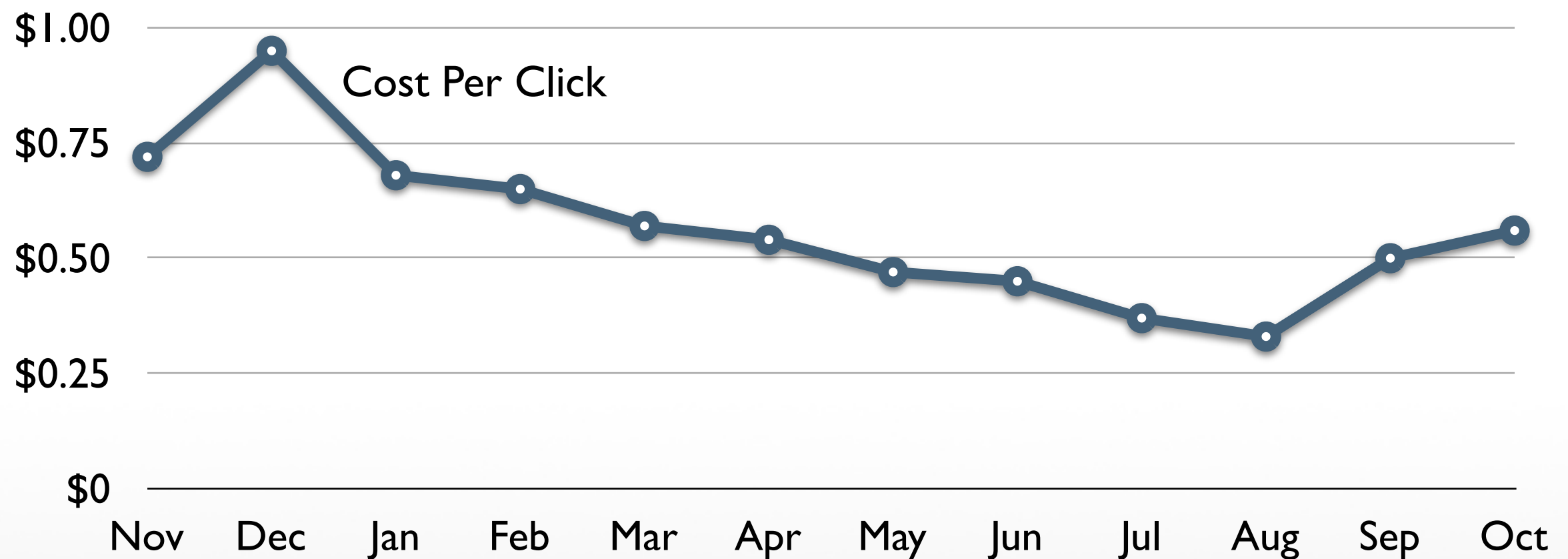
- Visitor quality has maintain close parity with organic visitors.

## Pages Per Visit



# Visitor Cost

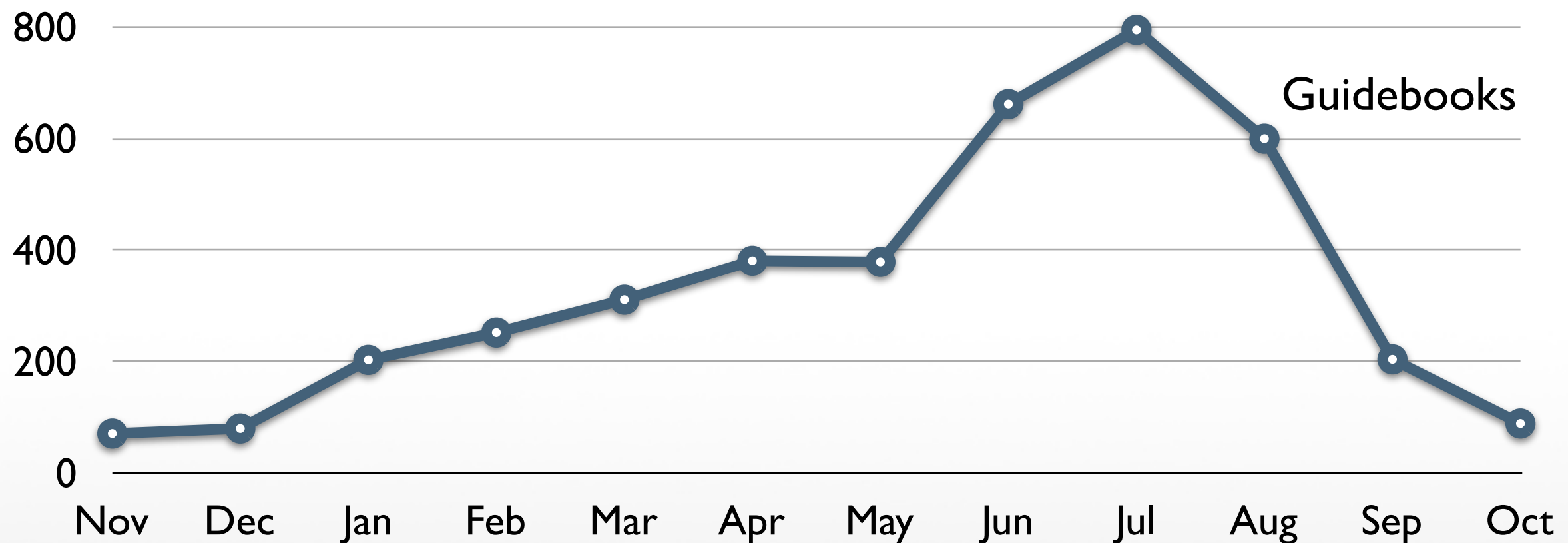
- Cost per visitor has been kept consistently lower than other advertising mediums.





# Visitor Conversions

- AdWords accounts for over 4,000 additional Guidebook requests, and over 200 additional email signups.



# Visitor Continuity

- As advertising has reached out further, and volume has increased, visitor quality has remained consistent.



AdWords Visitors

	Visits	Pages/Visit	Avg. Time on Site	% New	Bounce Rate	Cost Per
2010	9,309	5.12	3:42	85%	44%	\$0.58
2011	29,031	5.18	3:31	74%	36%	\$0.55

\*Sept 21 - Oct 31 2010 vs Sept 21 - Oct 31 2011

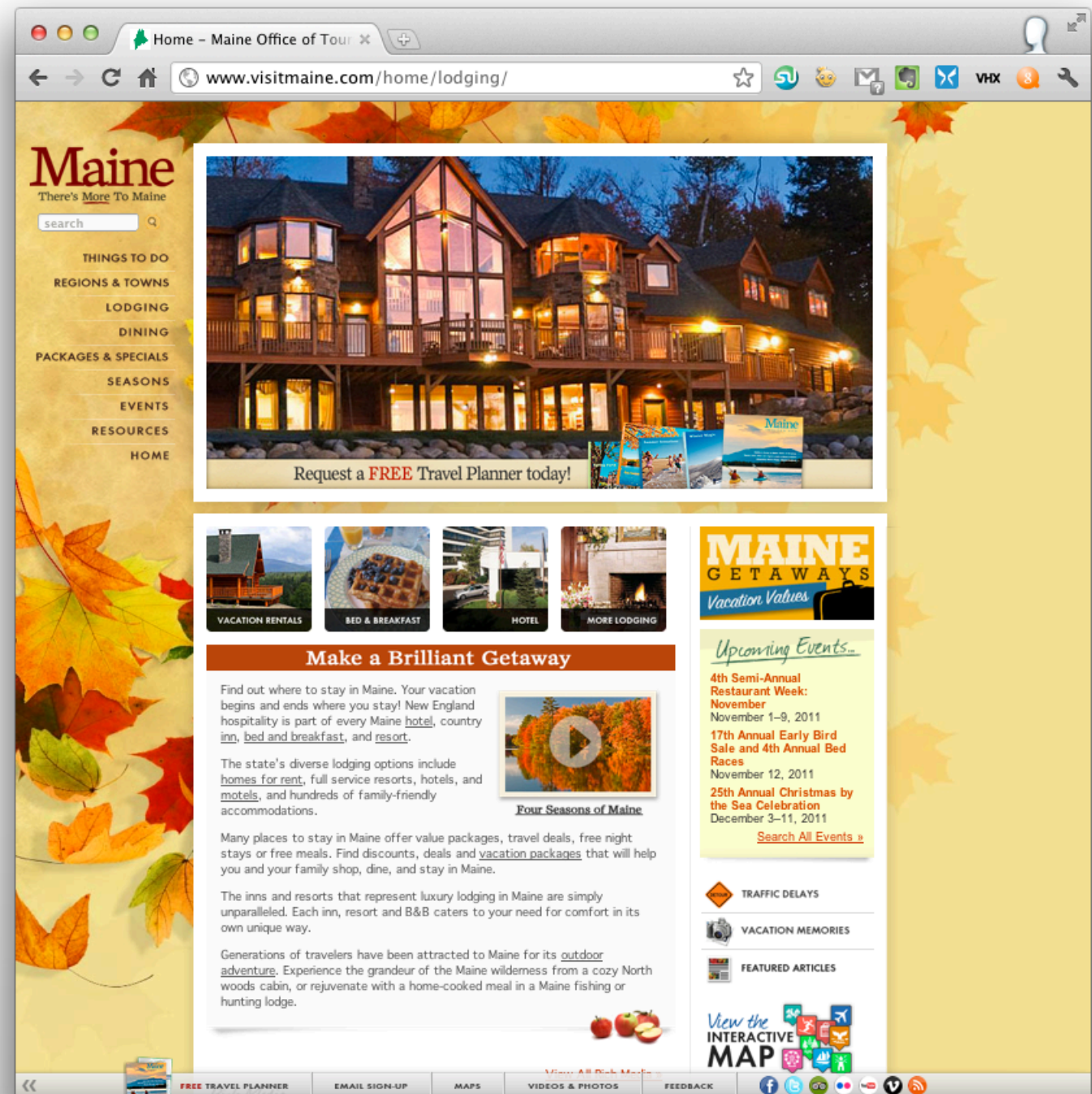
# Continued Refinement

- Regional trials
  - Trial campaigns in CA, Pacific North-West and South West
- Growth in display ads
  - Expanded display ads to Canada & Mid-Atlantic
- Custom landing pages
  - The right content directly impacts visitor behavior



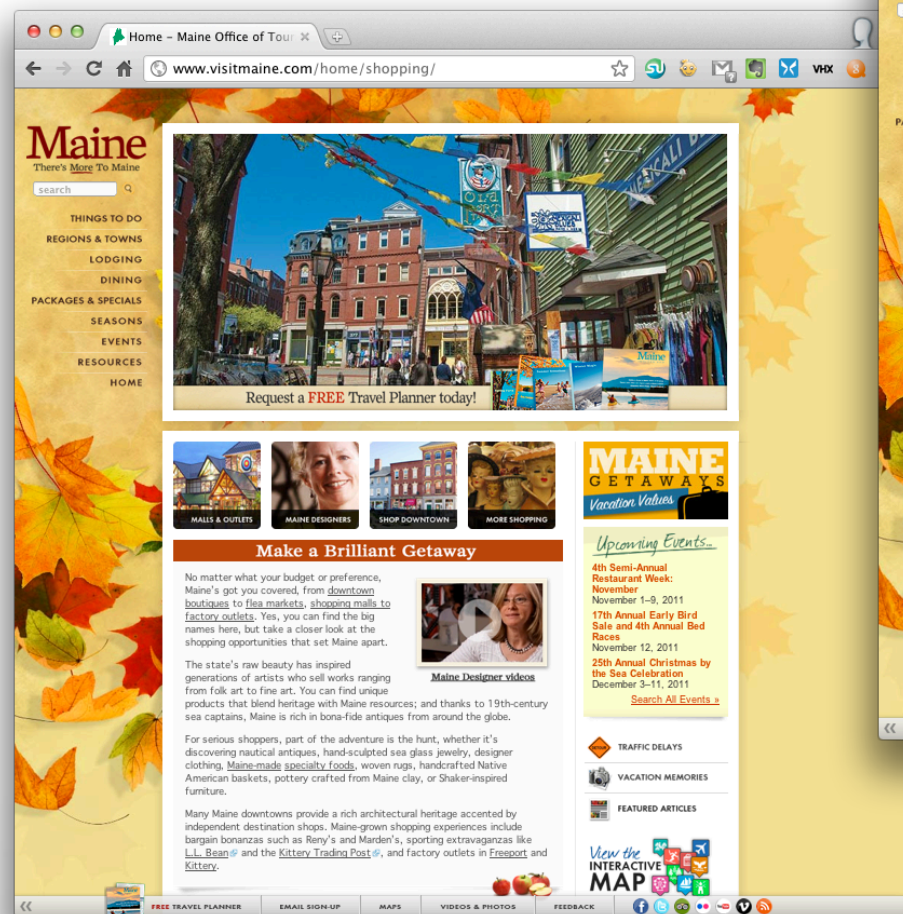
# Custom Lodging Page

- 10.63 Pages per visit
- Site average 5.47
- Average time on site 9:50
- Site average 4:28
- Guidebook requests 2.17%
- Site average 1.9%





# Other Custom Pages



Shopping



Tours



Fall

# Video Development

- 70 different videos on YouTube / Vimeo
  - 28 created in the last 2 years
- Over 450,000 video views in 2011
  - 468 days of viewing!
- Who watches videos:
  - 69% male, 35% aged 45 - 54