



Web Marketing

VisitNewEngland.com



**MLA STRATEGIC
PARTNER PROGRAM**

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VisitNewEngland.com is the region's oldest and largest online tourism guide. Established in 1996, the site recorded over 2.5 million viewers in 2002. In addition to extensive lodging information, the site details a wide variety of activities, places to visit, and travel planning information for each of the six states, including Massachusetts.

As of March 2003, VisitNewEngland.com has contracted over 650 advertisers. The effectiveness of the site is demonstrated by a renewal rate exceeding 90%.

VisitNewEngland.com's primary advertising format is a descriptive listing, placed on appropriate regional and category pages, such as "Boston Hotels." A listing consists of name and contact information, 100-words of descriptive copy, a graphic (logo, photo or image), and links to the advertiser's website and online reservations form. Additional listings on popular pages for Romance & Weddings and Special Offers have resulted in valuable bookings. Other available advertising formats include banners/buttons, sponsorships, and direct e-mail, all of which provide our customers with greater visibility.

Domains within the VisitNewEngland.com family include visit-massachusetts.com, visit-boston.com, and visit-capecod.com.

VisitNewEngland.com offers discounted listings on its site for MLA property members.

VisitNewEngland.com also works with TravelNow.com, an independent booking engine that works strictly off commission—there is no charge to properties to participate in its online reservation service.

CONTACT US FOR MORE INFORMATION

Business Name: _____
Address: _____
City/Town: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____
Contact Name: _____
Convenient Time to Call: _____
What kind of information are you looking for? _____ _____