

Reaching Tourists With Technology

Presented by

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LAS VEGAS CONVENTION AND VISITORS AUTHORITY



Overview

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Overview

*Las Vegas hosts **35.1 million** visitors per year.*

- *12% from AZ , UT, ID, MT & NV (outside LV)*
- *Canada* *1.1 million*
- *Mexico (**AIR** only)* *254,000*



Internet Travel Planning

- In 2003, 30% of Americans used the Internet for travel planning.
 - Among those planning travel online, **two thirds (66%) booked travel online.**

Roughly a quarter (26%) of *Las Vegas* visitors plan their trips online.

- Among *Las Vegas* visitors planning travel online, **64% booked their accommodations online.**

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LVCVA

*Public
Relations*

*Meetings &
Conventions*

*Visitor Info
Centers*

*Travel
Trade*

**Marketing
Programs**

Advertising

Research

*Special
Events*

*Direct
Mail*

***Online
Initiatives***

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Web Site Design & Tracking

Vegasfreedom.com

- *Consumer audience*

LVCVA.com

- **Tradeshow/Meeting Planners**
 - Convention Calendar
 - Meeting space specs
- **Travel Trade**
 - Commisionable items
 - Upcoming Events
 - Resort construction
- **Press & Research** (*Media, Wall Street, gov't agencies, academia*)
 - Press Releases
 - Visitor Statistics
 - Images

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Search Engine Marketing

Most major portal sites are served by one of two search engines

- *Google (AOL, Ask Jeeves, CompuServe, About.com...)*
- *Overture (MSN, Yahoo....)*
- Optimize site structure and layout
 - *Relevancy*
 - *Popularity*
- Keyword purchases
- Link relationships

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Linking Relationships

***Vegasfreedom.com has 590 links
to it from other web sites.***

- ***Develop reciprocal relationships***
 - Generates direct traffic
 - Improves rankings in search engines
- ***Tourism resources on the Internet***
 - Individual CVB web sites
 - IACVB: officialtravelinfo.com
 - Travel Industry Assn of America



Email Marketing

Build Loyalty

- Targeted E-newsletters
 - *Consumer*
 - *Golf*
 - *Meeting Planners*
 - *Travel Trade*

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Promotions: “Great Deals”

- Property-direct room packages
 - *Originally created to stimulate demand after 9.11*
 - *Heavily promoted in recent summer and New Year’s Eve campaigns*
 - *Generated over 800,000 referrals to properties since inception.*



Back to: **Guidebook Searches**

Back to: **Suitcase**



OnlyVegas - Microsoft

Search For: **Great Deals**

There are hundreds of Las Vegas accommodations for you to choose from, each offering a unique set of guest amenities and services. Search our database to learn more about the various places to stay in the Las Vegas area and choose the great deal that's perfect for you.

Use our simple four-step form below to find the accommodations that best suit your needs:

Step 1: Enter a keyword (optional):

Step 2: Select the type of accommodation you most prefer:

- All
- Hotel/Motel
- RV/campground
- Timeshare

Step 3: Select the location(s) you most prefer:

- All
- On Strip
- Off Strip
- Boulder Strip
- Downtown

Or, make a selection from the complete list of places to stay in Las Vegas below:

[a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#)

A | [BACK TO TOP](#)

· [Aladdin Resort and Casino](#)

B | [BACK TO TOP](#)

· [Bally's Las Vegas](#)

· [Barbary Coast Hotel and Casino](#)

· [Bellagio](#)

· [Boardwalk Hotel and Casino](#)

C | [BACK TO TOP](#)

· [Circus Circus Hotel, Casino and Theme Park](#)

E | [BACK TO TOP](#)

· [Excalibur Hotel and Casino](#)

F | [BACK TO TOP](#)

· [Flamingo Las Vegas](#)



[Great Deals](#) | [Lodging](#) | [Shows & Events](#) | [Maps](#)

Promotions: “Micro” sites

- Integrated with offline efforts.
- Generates newsletter registrants for future communications

“Vegas Summer Party with Brooke Burke”

- *Enter to win a weekend with Brooke*
- *Multimedia promotion in 11 markets*



Vegas' Summer Party
with Brooke Burke



“Guerilla” Marketing

➤ *Create interest among small groups*

- Chat Rooms
- Online Bulletin Boards

Ex. Frank Sinatra: “It’s Time for You”



Viral Marketing

Get others to spread your message for you

- Online post cards (vegasfreedom.com)
 - *Web site users can send messages with Las Vegas-branded photos*
- Drink coasters
- Cocktail napkins
 - *In bars and nightclubs in key drive markets*

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Wireless Internet Access (WiFi)

- *30-90 million people will access public wireless local area networks (PwLANS) for Internet access by 2006.*
 - CommunicationsSolutions.com, Vol 4, Is 1, Q1 2003)

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Summary

- *Optimal web site design & tracking*
- *Search engine marketing*
- *Promotions & “micro” sites*
- *Email marketing*
- *Guerrilla marketing*
- *Viral marketing*
- *Online advertising*

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