

www.tourismportdouglas.com.au

'expose yourself'

Website Partner Information

'Welcome' to www.tourismportdouglas.com.au – Port Douglas' own local dedicated online marketing 'Portal'.

tourismportdouglas.com.au represents all products on offer in the Port Douglas region. Our mission statement is to "*expose relevant businesses and business websites to Pre Travel Visitors (PTV's) prior their visit to Port Douglas*"

We invite you to log onto the website to better understand the rest of this information sheet. Here you will also be able to see who our other successful Website Partners are.

We are very happy to report that we are receiving an increasing visitation by Pre Travel Visitors (**PTV's**). We are also able to report that we are found on page 1 of Google for the search 'Port Douglas' (the most searched term by **PTV's**). We encourage you to make some other searches to see where the site comes up.

Our latest **Google Analytics** reports are attached for your records. We believe Google Analytics by far the most accurate analytics available and indicate that the tourismportdouglas.com.au 'Portal' now receives an increasing average of over 6,000 'Absolute Unique Visitors' a month.

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For those of you who like to use the **Webstat Traffic** reports to compare website visitation, we have attached this also. We believe however that this style of reporting tends to include visits from the search engines themselves and does not always report an actual PTV visitation.

We believe that on average for every 'one User' researching on the 'Portal' there are a minimum of 2-3 people travelling to the Port Douglas region.

With this in mind the 'Portal' has already serviced in excess of 100,000 pre travel researchers to this area in the last 12 months. With our increasing traffic and current strategies in place we strongly encourage your business to become a Website Partner to tourismportdouglas.com.au

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We are aiming to service over 250,000 Pre Travel and Repeat Travel Visitors in the next 12 months. We believe this is worth your marketing interests!

Also **attached** is a Map Overlay of where the PTV's are searching Port Douglas information from. This information is very interesting and useful for your own marketing information.

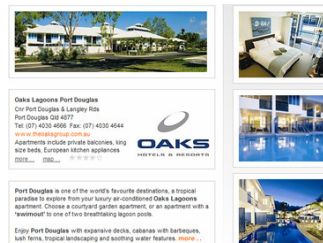
When your business 'exposes itself' within the 'Portal' it offers equally both:

1. A DIRECT CONTACT / BOOKING POTENTIAL FOR YOUR BUSINESS

2. A DIRECT PRE TRAVEL VISITOR BRAND MARKETING BENEFIT.

Types of exposure offered on www.tourismportdouglas.com.au

1. WEBSITE LISTING PARTNER



Listings:

'Deluxe' OR 'Standard' Listings available: click link for more information regarding Listings and prices: <http://www.tourismportdouglas.com.au/advertise.1749.0.html>

(NOTE: there are two types of **Deluxe Style Listings** available)

12 month	Standard Listing	\$285.00 (inc gst)
12 month	Deluxe Listing	\$549.00 (inc gst)

Once you have approved your Listing, it will be placed into one or more dedicated directories of your choice.

Listings are for 12 month periods: Please reference the analytics reports mentioned above. We encourage your business to take advantage of listing with this 'Portal'

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ADDITIONAL listing exposure options:

- **Feature in more than one of the categorized sub – directories** relevant to your business. Additional directories & sub-directories

Additional \$110 per directory / 12mth period.

- **Secure a top 3 rotation in your chosen sub-directory** this means – if available your listing will feature in the top three every time.

Additional \$20 per week. One month minimum.

- **Secure the top spot outright** (this means – if available – your listing will remain at the top of the chosen sub-directory)

Additional \$40 per week. One month minimum.

2. WEBSITE ADVERTISING PARTNER



Advertising on the 'Portal' brings thousands of Pre Travel Visitors past your linked branding every month.

As a Listing Partner your business is eligible to feature your Logo or a dedicated advertisement in other areas throughout the site.

For eg some sub-directory pages attract more traffic than others, you may wish to attract visitors searching for Accommodation to your Restaurant business Listing.

Advertising involves having your businesses Logo / Dedicated Advertisement linked to your listing / branding or linked directly to your website.

The site offers a number of different placements with regard to Advertising. Please see the **Advertising Rate Card** online and forward us an availability request. Some positions require a *loading* to confirm placement.

Please **contact us** to discuss exposing your business to even more Pre Travel Visitors OR go to '**advertise**' in the footer of the site to register.