

# LODGING, ATTRACTIONS & GUIDES: YOUR TOP 5 MARKETING PRIORITIES

Presented by Roger Brooks

ROGER BROOKS  
International

A word to  
Destination Marketing Organizations





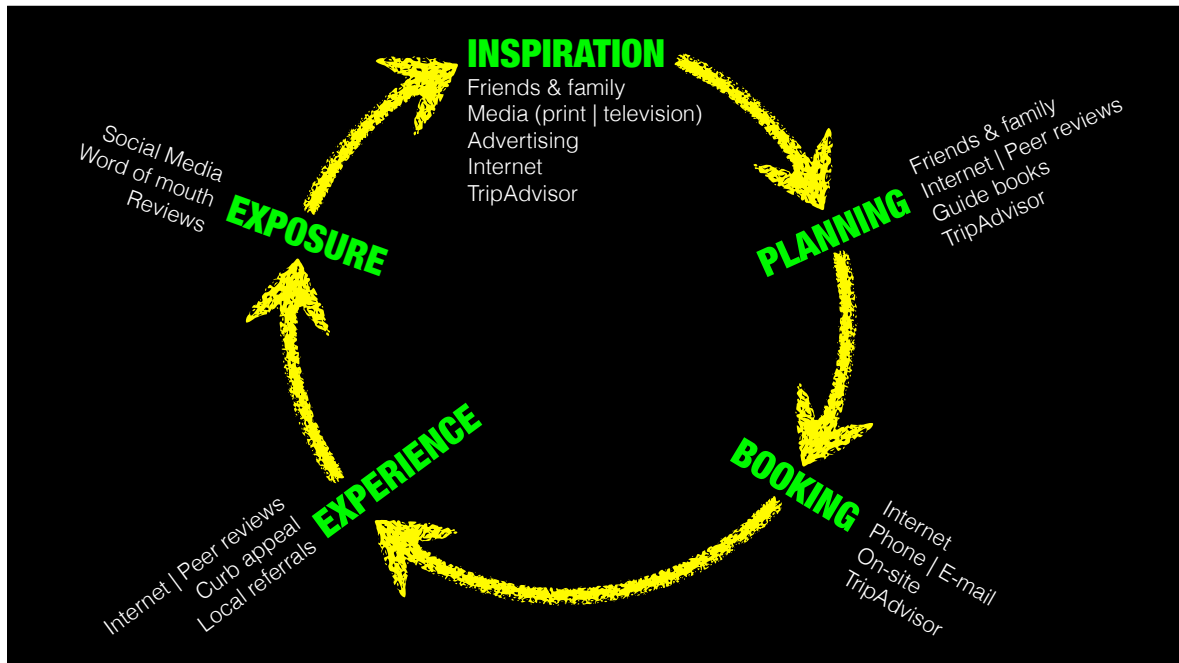


Marketing will bring people to you just **once**.

Your product  
is the **ONLY** thing that will bring them back.



You **MUST** promote the businesses that make you a destination.



Specialize.  
Find your niche and promote it like crazy!





Photo Collage by Betsy Gilbert

Yoga lodge included in Solo Retreats article in Seattle  
Natural Awakenings June, 2014 issue.

The Yoga Lodge featured in Vacacionistas  
Dream Vacation Magazine  
20 Best Spiritual and Yoga Retreats in the U.S.

Yoga Lodge featured in the Seattle Times "Yoga fans  
and those looking for a retreat-style stay in the woods.  
It's a comfortable, peaceful place to get away from it  
all."

Gift Certificates are available  
Give the gift of yoga



## Current Retreats & Workshops

The Yoga Lodge does not collect payment for retreats or workshops.  
please submit payment directly to the retreat teacher.

Visit any of the retreat or workshop pages below for more information.

Getting to the Lodge



Ground, Clear, Connect: A Healing Retreat with Michelle Befus & Rachel Bjornson  
Friday, Oct 9 - Sunday, Oct 11, 2015




In Retreat with the Trees with Cosette Roman  
Friday, Oct 16 - Sunday, Oct 18, 2015



Being in the Presence of Ancient Trees Embracing the True Longing of Your Heart. The Second Annual One-Day Women's Retreat with  
Katherine Delson & Wendy Dion  
Saturday, Nov 14, 2015

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## Welcome to Fossil, Oregon

*Journey Through Time with an authentic ranch vacation.*

Pioneer hospitality and an authentic ranch vacation await you at Wilson Ranches Retreat Bed & Breakfast providing exceptional Fossil, Oregon lodging. Immerse yourself in a peaceful ranch environment rich in history and love on a 5,000-acre working cattle and hay ranch in the beautiful Bullock Creek Valley, three miles west of the small town of Fossil, Oregon.

This Fossil, Oregon bed and breakfast is in a historic 1910 Sears Roebuck Ranch House with six private ranch-style guest rooms, and a spacious living and dining area. The Bed & Breakfast has a large lawn with century-old locust and fruit trees to watch songbirds on migration through the area, cattle grazing or deer and quail that make Wilson Ranches their home. Soak up the magnificent scenery and serenity with fresh air, stunning sunsets and brilliant star-shedded nights.




The event of the day starts with your hosts Phil and Mary preparing a family-style ranch breakfast. The Wilson's all about with the guests and share about ranch life, local history and the funny and serious sides of rural living.




The juniper and sage covered high desert hills are spectacular for horseback riding, birding, hiking, wildlife viewing and photography. Your senses will be awakened by the breathtaking views and big-sky horizons in all directions on a scenic horseback ride, cattle drive or riding for stripes.

Lodging in our Fossil, Oregon bed and breakfast provides more than an incredible night's rest, as our guest you will receive assistance in creating a unique ranch vacation filled with adventure and a heaven to renew your spirit.

The Wilson Ranches family is blessed to share the tradition of pioneer hospitality and the experience of life on a western cattle ranch with guests from around the world. Fossil, Oregon is truly an untouched part of Eastern Oregon's history and has welcomed pioneers and dreamers for more than 150 years.

### Find Your Room!






[Check Availability](#)

### Instagram

Request limit out, or no have recent images.

### Updates From Wilson Ranches




Email  
By King on November 28, 2014

### Join Our Email List

Email Address \*

[Book Your Ranch Vacation Today](#)





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#### Chef Anthropologist



Learn about the inn, food, cooking, and the local community in our blog.

[Read the blog here >](#)

#### Chestnut Street Inn Cookbook



Let's Party: Gluten Free Entertaining for Everyone.

[Get your copy here >](#)


#### Travelers Review

Overall	★★★★★	★ 45th High School
Guest Rooms	★★★★★	★ Bourbon in Pinet
Service	★★★★★	★ 4/3/2015
Value	★★★★★	★★★★★
Chef's class	★★★★★	
On-site dining	★★★★★	

[Read all 992 reviews >](#)

Award Winning Culinary Focused Bed and Breakfast

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**Battiste's Bed, Breakfast and Birds**

- Home Page
- About Us
- Accommodations/Rates
- Yardlist & Photography
- Photo Gallery
- Birding Workshops
- Guest Comments & Links
- Guest Book


### A Birdwatcher's Bed and Breakfast

**Battiste's Bed, Breakfast and Birds**  
 4700 E. Robert Smith Lane  
 Hereford, AZ 85615  
 Phone: 520-803-6908  
**12 miles South of Sierra Vista, AZ**  
 (Located in the Miller Canyon Area)  
 E-mail: [battiste@battistebedandbirds.com](mailto:battiste@battistebedandbirds.com)

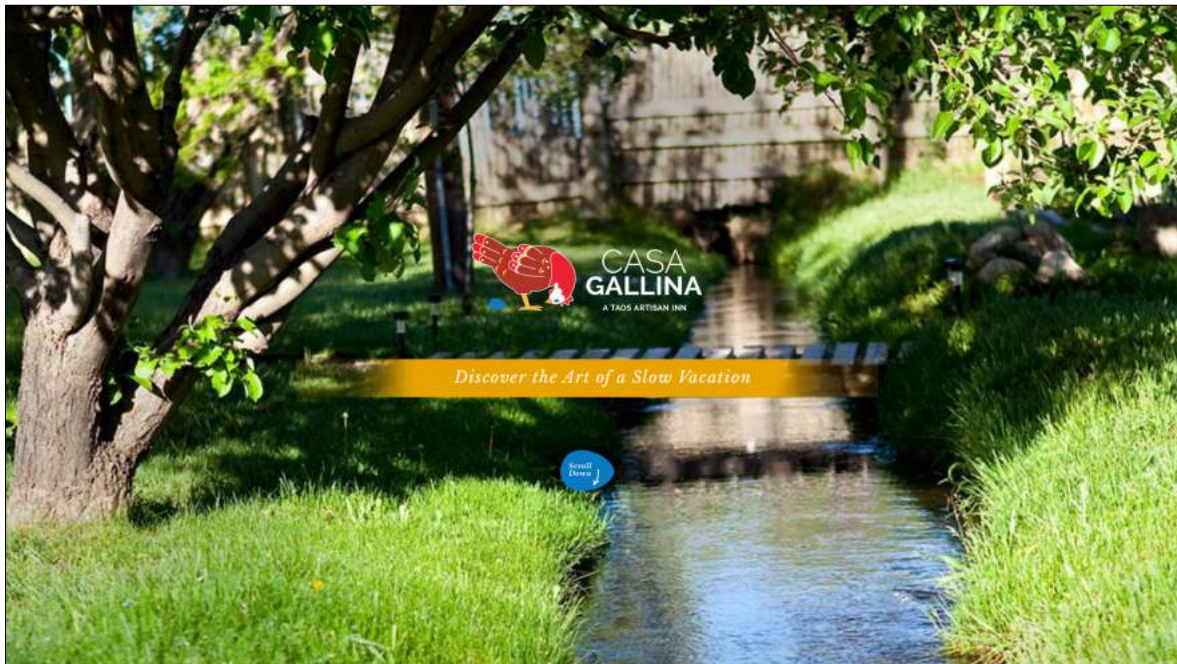



Welcome to Battiste's Bed, Breakfast and Birds, a **Non-Smoking B&B**. We are located in the famed Miller Canyon area in the Huachuca Mountains. Our home stay in the perfect place to relax and enjoy nature in all its glory. We are surrounded by indigenous oaks and mesquite trees. Many feeders have been placed in the garden to provide close-up views of the numerous bird species that frequent the yard. 133 bird species has been seen in or from our yard. This number includes our nesting **Elf Owls** that make their arrival around mid-March, staying through July each year.

See Specials  
 Page for  
[WINTER SPECIAL](#)  
[Sierra Vista Calendar of Events and Weather](#)



Birders will delight in the 100's of species found



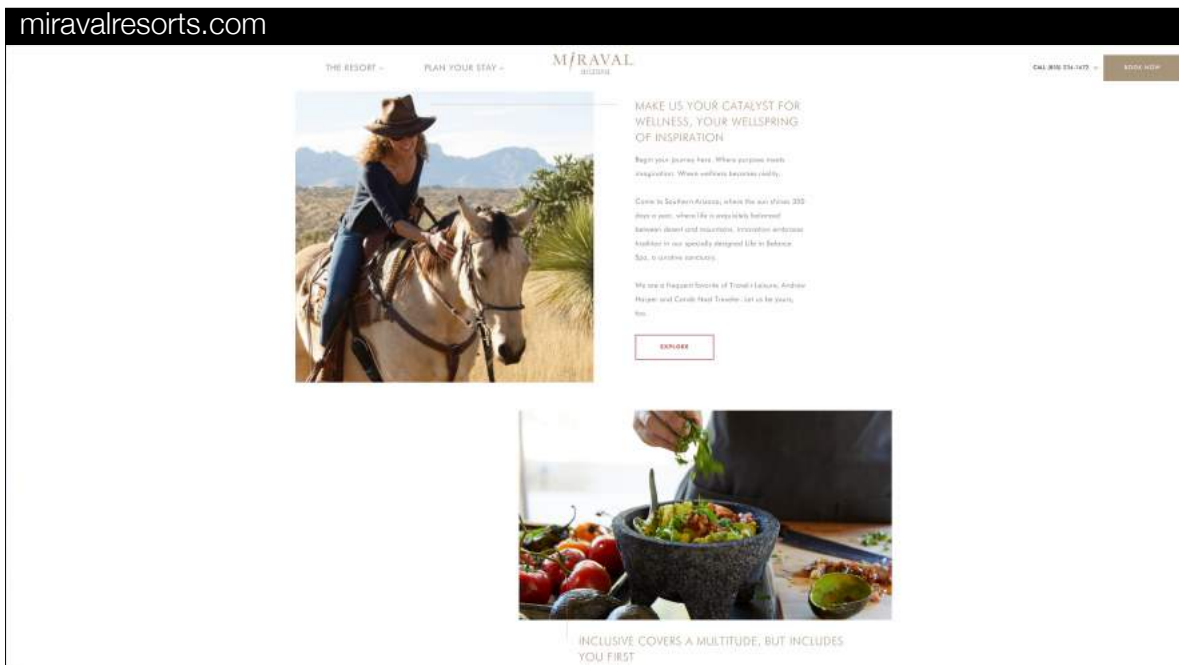
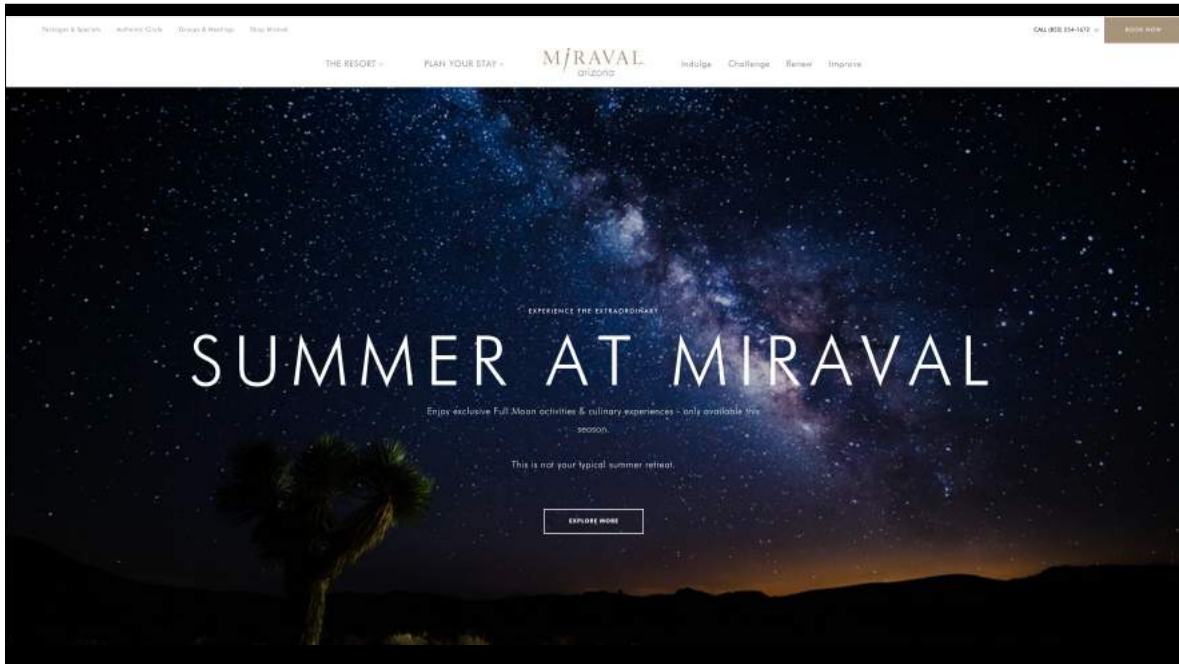


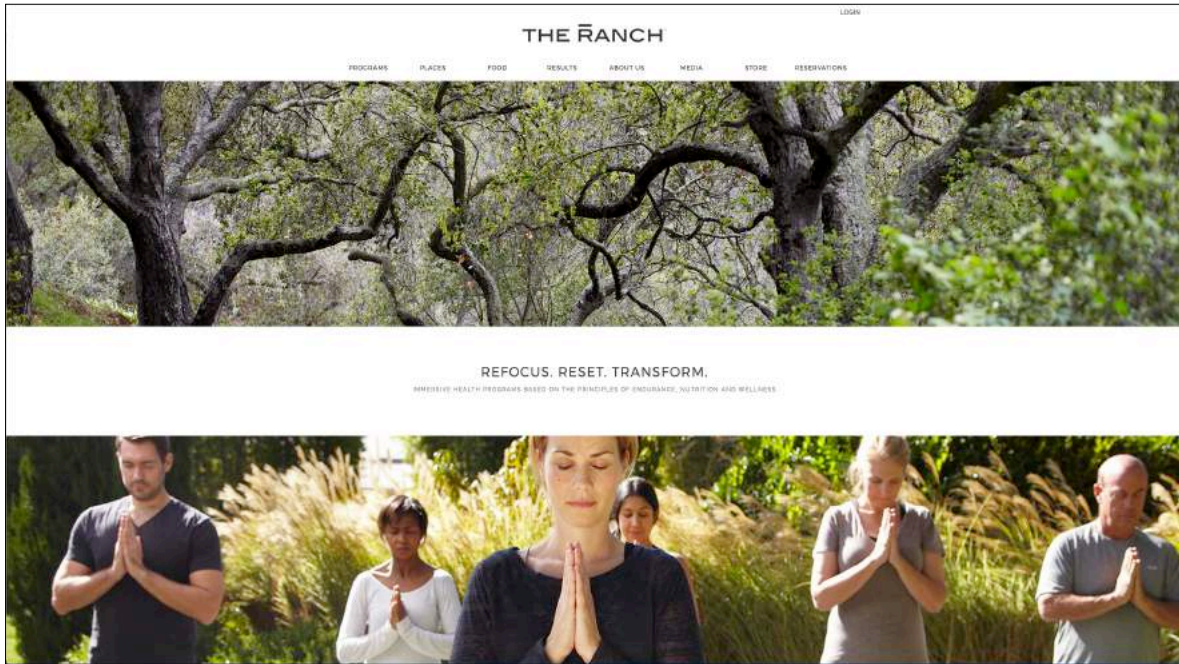
**CASA GALLINA**  
 A TADS ARTISAN INN

*Discover the Art of a Slow Vacation*

Scroll Down







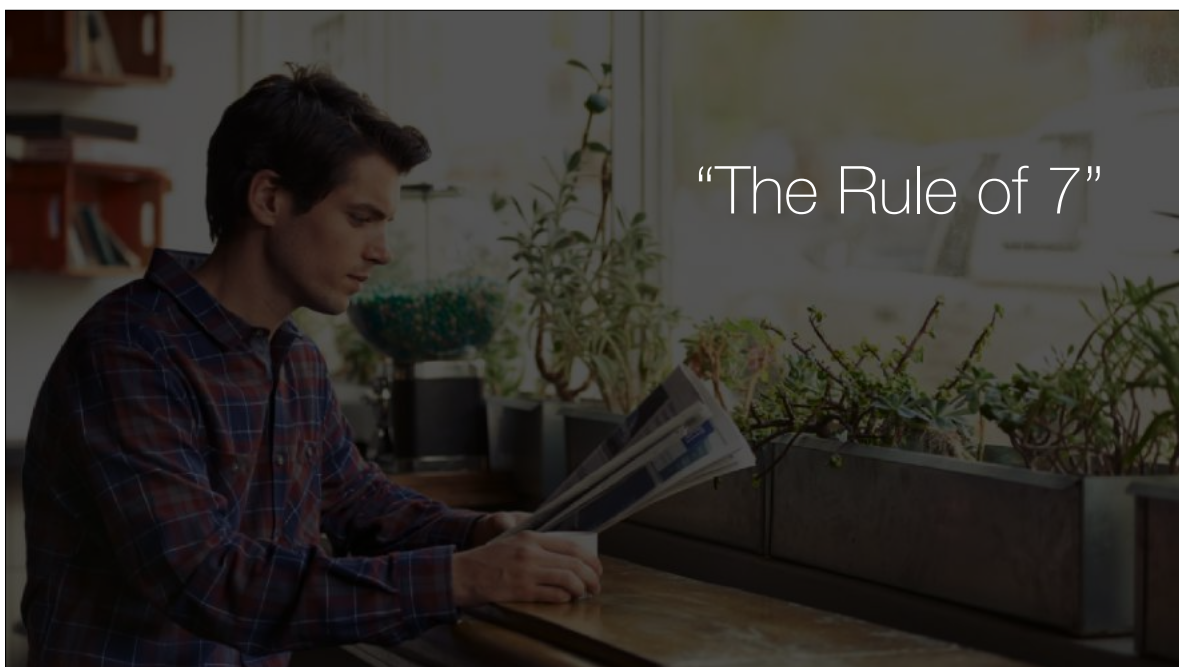
## Results

- Higher in Google rankings and search results
- Less competition
- A broader audience will find you
- Because you specialize, consumers will travel further for you
- It's cheaper and easier to reach your specialized market



Tell your target market once,  
twice and then again









## Printed brochures are still important

7 out of 10 visitors pick up a brochure during their trip  
42% plan to purchase something as a result of picking up a brochure



## Impact on travel making decisions

### Before trip:

57% - Internet  
48% - Friend  
32% - brochure  
25% - maps or guides  
15% - mobile app  
8% - billboard

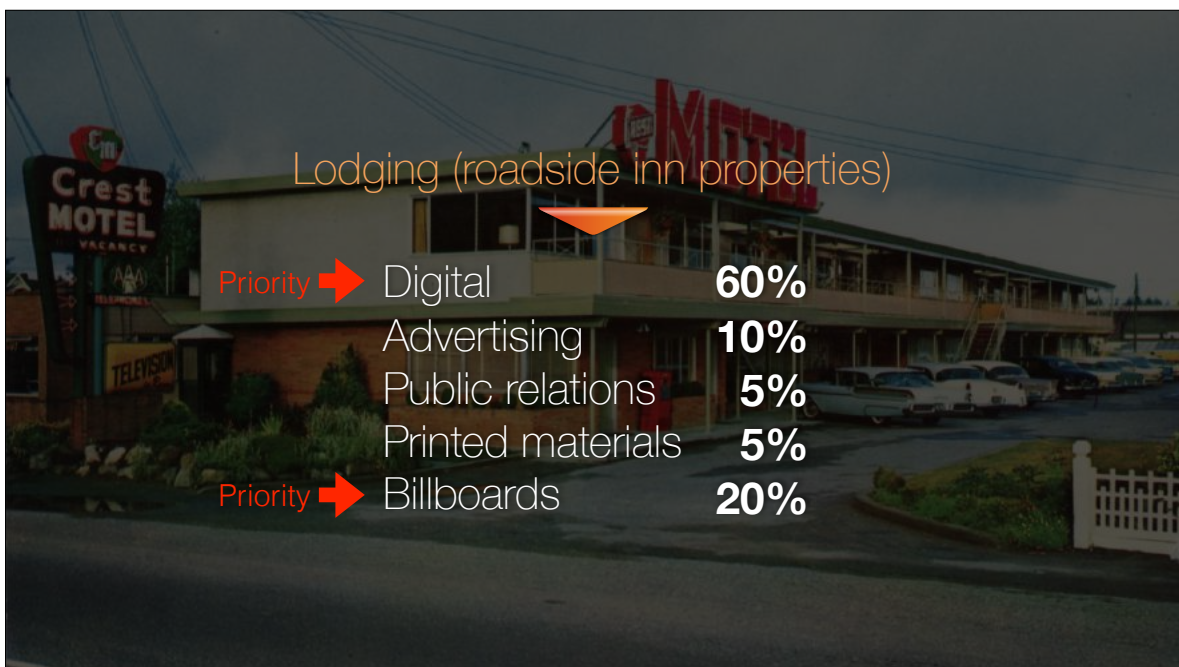
### During trip:

81% - Brochure  
70% - Internet  
66% - friend  
63% - maps or guides  
34% - mobile app  
31% - billboard

Source: 2012 survey, Center for Marketing Technology - Bentley University, Waltham, MA

## Full-day & multi-day activities

Priority → Digital **45%**  
Advertising **10%**  
Priority → Public relations **30%**  
Printed materials **10%**  
Trade shows **5%**



# 267,000,000

Estimated number of Americans who regularly use the Internet

## Digital includes



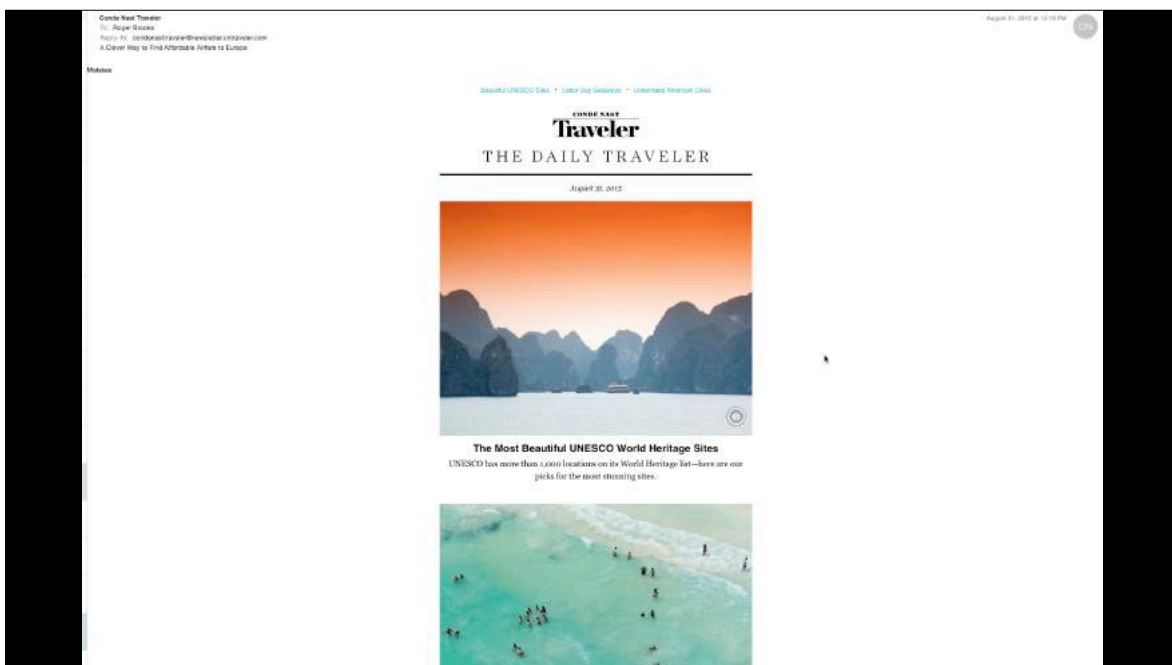
- Website (content, updates)
- SEO, Pay Per Click marketing
- E-newsletter (monthly or semi-monthly)
- Hosting, domain name(s)
- TripAdvisor & other online partnerships
- Analytics
- Widgets and new technologies
- Social media (Instagram, Facebook...)
- Airbnb, VRBO, other booking sites



## FACT

Priority ➡ 90% of your sales will come from digital sources:

- Word of mouth (social media, blogs)
- Top 10 lists (publicity)
- Keyword searches "river rafting British Columbia"
- \_\_\_\_\_
- Publicity: television, magazine articles, radio
- Brochures
- Advertising
- Peer reviews (closes the sale)





Advertising should drive people to your website.  
Your website **MUST** be good enough to close the sale.



Encourage people to share their experiences.  
Help them take photos. Offer wi-fi for posting them.

[Free Admission](#) | [Open 365](#) | [VMFA Blog](#) | [Sign In](#)

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### VMFARODIN Selfie Contest

**Win a FREE VMFA membership**

Follow [@VMFAANUSUM](#) on Instagram or like us on Facebook, then post your photo using [#VMFARODIN](#) for your chance to win an annual membership!

Posts will be randomly selected to appear at VMFA museum as well as VMFA's Facebook and Instagram pages. Winners will be chosen at random and notified via social media.

**Selfie Gallery**

Take a look at our interactive gallery to see some creative pics!

**Winners List**

**Kinsey G.**  
Midlothian, VA

**Questions?**

If you have questions, contact Value Services at 804.340.1400 or [info@vmfa.museum](#).

[bit.ly/2qqdGt7](#)

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## 20 Social Media Contest Ideas to Promote Your Hotel

by RUPESHA

Like 10 | Share 10 | Print 10 | 274

Getting people to like and engage on our fan page always seems to be difficult. Especially after Facebook's recent change of their algorithms, resulting in lower reach and pay to play business model. So how can you attract current and future guests to join your social media? CONTESTS! Using contests or competitions is an age-old marketing strategy and it's primarily due to two reasons. The first reason is people are naturally competitive - everybody likes to win. The second reason is people love getting prizes - who doesn't like free things, right?

A decade back, online contests entailed tons of logistics planning, but with today's social media, you can have a contest up and running in just a few clicks. For hotels, holding social media contests is a great way to drive engagement on your social pages, connect guests and reinforce your hotel's brand identity.

Every great social media contest starts with a good idea, but sometimes, it's difficult to get going because you simply don't know where to start. To help you, here are 20 social media contest ideas that you can use to promote your hotel. I've also included a few facts to make it easier to run these contests.

**Photo Contests**

- Share your best family vacation photo contest.** Ask your social media community to submit their best family vacation photo and submit a short description or caption explaining why.
- Best fan sign contest.** Very simple yet very entertaining. Interested participants will hold a fan sign detailing why they deserve to

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**SMARTGUESTS**

50 Free Tools Every Hotel Should Have

10 Essential Tools for a Successful Hotel

**SUBSCRIBE NOW TO LEARN**

How you can improve your **Revenue & Customer Service**

**PLUS GET A FREE REVENUE BOOSTER**

**EMAIL TO YOU NOW**

Name:

Email:

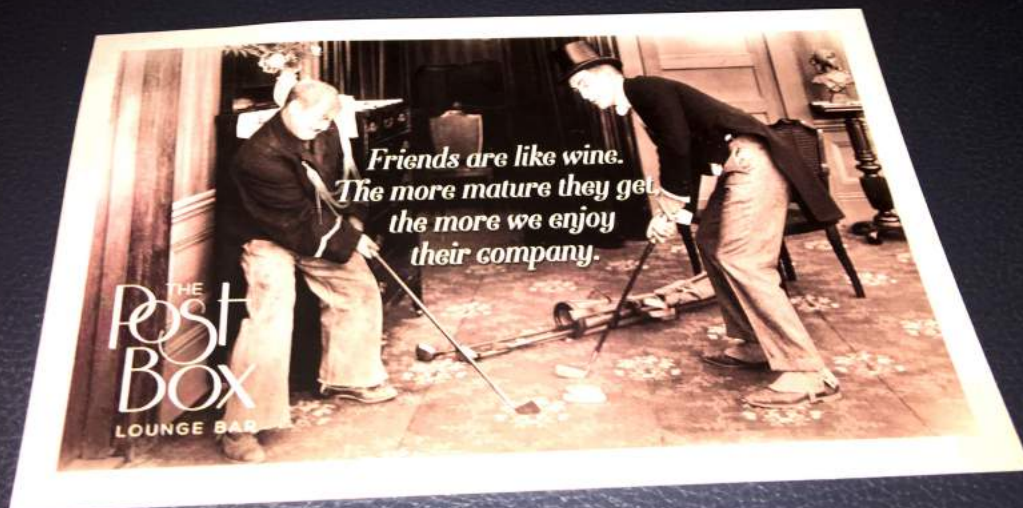
**Sign Up!**

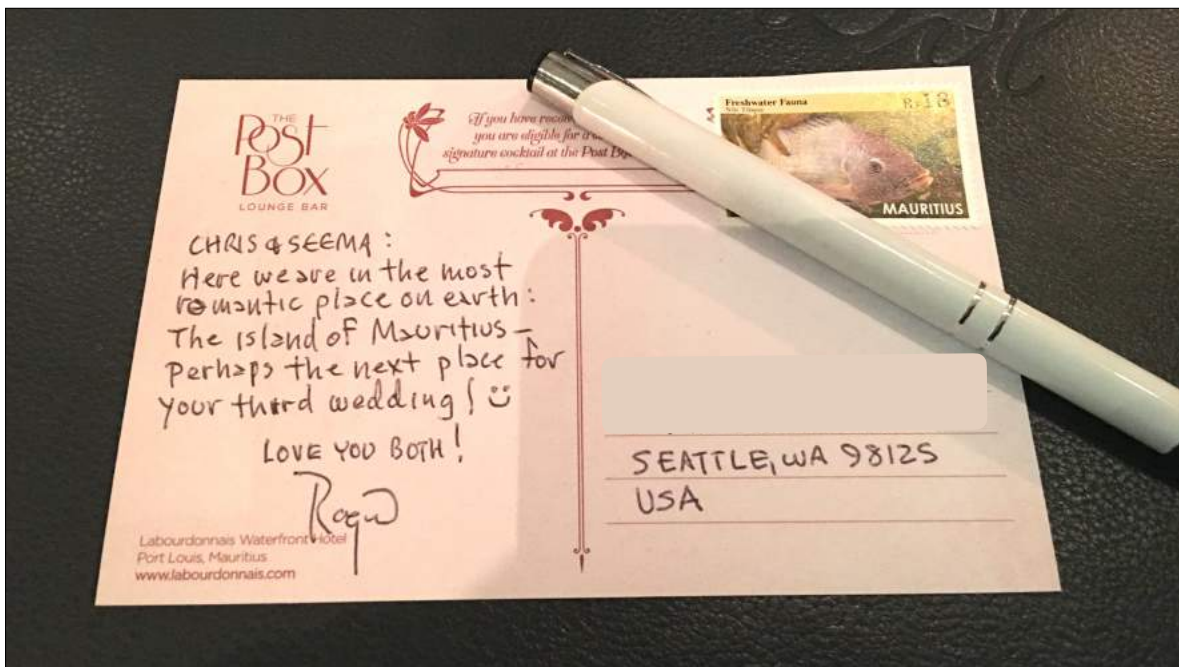
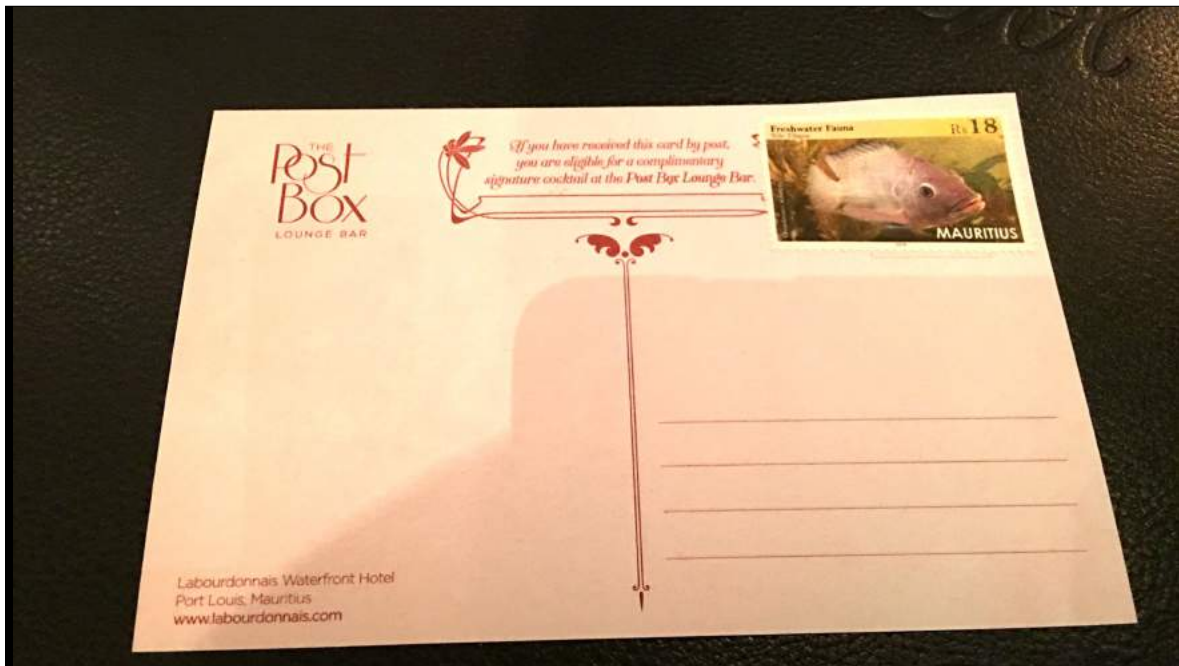
WE PROMISE YOU WILL RECEIVE

**RECENT POSTS**

- 15 Successful Ways of an Effective General Manager
- 10 Hospitality Customer Service Tips - Worth A Mention
- 12 Ways to Recruit and Retain Your Guests
- How to Place Your Hotel On TripAdvisor
- 10 Reasons Why to Join SmartGuests









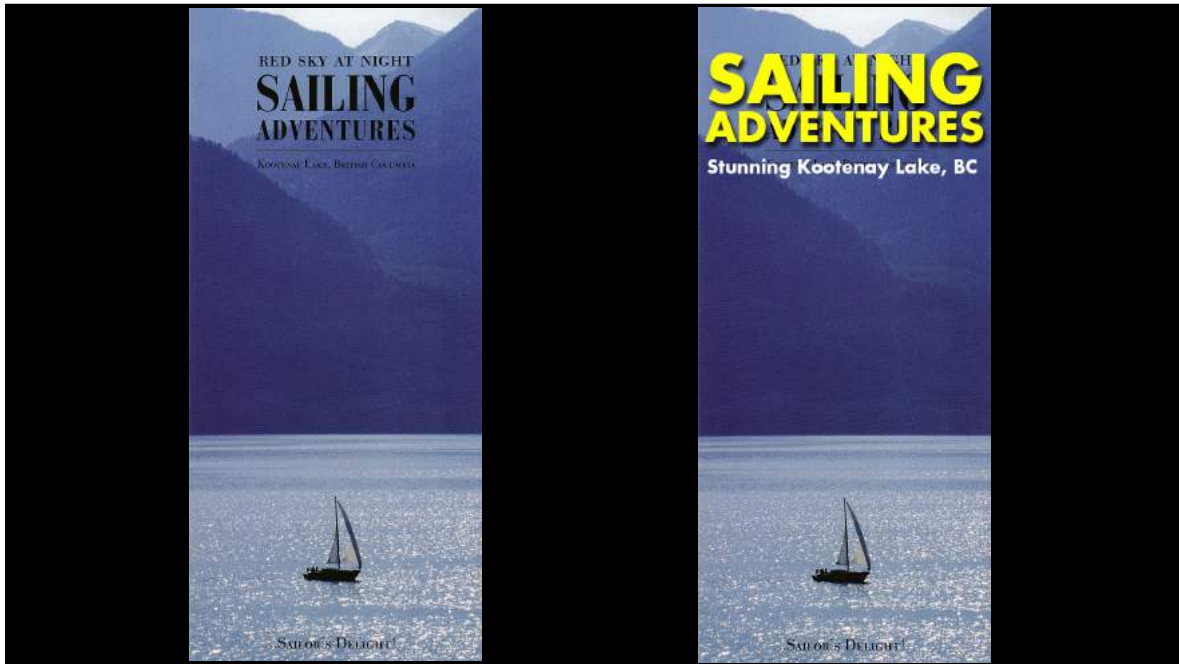
Sell the experience - then who you are







Yellow pulls the eye



## Summer Activities

### RIDE THE ALPINE ZIPTOUR

VIEW MORE

### SUNDANCE SUMMERS ARE UNFORGETTABLE

At Sundance Mountain Resort, you'll find everything you need to create a story worth sharing. Come explore miles of singletrack by foot or bike. Relax and unwind on a scenic lift ride or have the thrill of a lifetime on our Ziplines. Whatever you're searching for, we have it here.

Summer activities begin May 18.

BROWSE ALL

### TAKE A SCENIC LIFT RIDE

VIEW DETAILS

## Browse all Summer Activities



### ZIPTOUR

2-FOR-1 PRE-SEASON DEAL TOUR • \$99 Until May 18, purchase a special 2-for-1 pre-season package. This \$99 tour is valid throughout the season for 2 people on the full Beginner Best Experience...

EXPLORE



### SCENIC LIFT RIDES

Experience panoramic views of the mountains as you glide to the top of Ray's Summit on a Scenic Lift Ride. Once you reach the top, take some time to explore...

EXPLORE



### MOUNTAIN BIKING

Sundance offers 25+ miles of lift-served, single-track mountain biking with challenging terrain and breathtaking vistas. All Sundance trails are designed for uphill and downhill riding, and have excellent intermediate and...

EXPLORE



### FLY FISHING

Just five minutes from Sundance Mountain Resort you'll find one of the premier Blue Ribbon trout fisheries in the world: the Provo River. The Provo River is known for its large...

EXPLORE



### HIKING

Sundance offers over 10 miles of alpine trails for the beginner to the expert hiker. Take a casual lift ride up and enjoy a scenic trail back to the base...

EXPLORE



### HORSEBACK RIDING

Here at the stables, we know the value in your experiences and memories. We want them to remain personal to you and your party. All rides are either private groups...

EXPLORE



## Lodging

**CHECK IN**

SWICK MIT

## FILMS

Departure

**BOOK NOW**

## RUSTIC MODERN LODGING

VIEW BOOK A FINE WAY

## STAY AT SUNDANCE

Enjoy rustic modern lodging in a peaceful mountain resort setting in one of Sandstone's beautifully designed accommodations. If you're looking for something more spacious, indulge in your own private mountain home amidst the tranquil beauty of Sandstone.

[VIEW SPECIALS](#)

**YOUR OWN PRIVATE  
SANCTUARY**

VIEW MOUNTAIN HOMES

[Visiting Treehouse Point](#) [FAQs](#) [Weddings](#) [Other Events](#) [Our Treehouses](#) [Activities](#) [About Us](#) [Store](#)

Click on photo to see full size and photo small

Easily accessible along the Preston-Fall City Road SE and located just 30 minutes from Seattle in a beautiful forest along the Raging River, TreeHouse Point offers myriad possibilities for your use and enjoyment! TreeHouse Point offers glazed redwood tree lodges, weddings and parties, and accommodation for camping. Turn off the technology, escape from everyday stress, and come enjoy the rejuvenating process of the Pacific Northwest.

In order to protect the privacy of our guests and ensure that our many scheduled events are uninterrupted, visits to the property must be scheduled BY ADVANCE APPOINTMENT ONLY. To purchase tickets for a guided tour of the townhouses, [click HERE](#).



[Visiting Treehouse Point](#) ▾
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### Trillium TreeHouse

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- » Trillium
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- » Property Photos
- » Property Map



Our CSA Veggie Box Program  
Sign up and receive once a week all summer long, delivered to one of our market locations. The freshest and the best our farm has to offer. To see more details on this unique and popular opportunity check out our website!



**Farm Open to Public July-September**  
**Open Daily 10am-7pm except**  
**Sundays by appointment only.**

**Directions**  
15kms East of Spruce View on Hwy 54. Turn North on Ring Rd 15. Drive 2.0 miles. Look for signs!



**Markerville Berry & Vegetable Farm**  
**Jim and Beth Huising**  
36416 Ring Rd 15, Red Deer County, Alberta  
403-728-2115 farm 403-318-0694 cell  
markervilleberryandvegetable@gmail.com  
www.markervilleberryandvegetable.com

Find us and like us on Facebook!



Farmers Markets U-Pick Gardens CSA Program

**Come and See What's Growing!**

Markerville Berry & Vegetable Farm is located approximately 15kms south west of Red Deer near the hamlet of Markerville. At our farm you will find:

U-Pick Strawberries  
U-Pick Raspberries  
U-Pick Raspberries  
Farm Fresh Seasonal Vegetables

We take great pride in offering the freshest and tastiest vegetables and berries grown right here on our farm with sustainable farming methods. Pick your own good and healthy produce for you and your family! Thank you for supporting a local farm family and enjoy our gardens. Our garden produce is all chemical and pesticide free.



403-728-2115 farm 403-318-0694 cell  
www.markervilleberryandvegetable.com

- Self & Guided Tours
  - Senior & Group Tours
- Coffee & Gift Shop
- Special Events
  - Opening Day—May 16
  - Taste of Markerville—July 25
  - Cream Day—August 9
  - Show'n Shown—August 16



**Markerville Creamery Museum**  
Open Daily  
10:00 am—2:00 pm  
May 16th—September 7th

historicmarkerville.com  
1-877-728-3007

**We Believe...**  
**Family Matters**



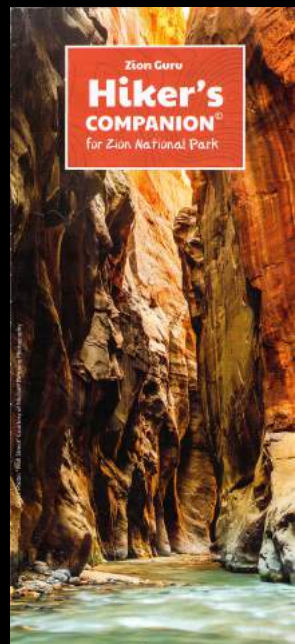
**HISTORIC**  
**MARKERVILLE**





Develop effective print ads & brochures





**Zion Guru**  
**Hiker's COMPANION**  
for Zion National Park

### Welcome to Zion National Park

Zion National Park is comprised of captivating views, highly variable weather, extreme terrain, and adventurous and subtle activities. Your visit to Zion is as sacred as the land itself and deserves your care, your time, and your gratitude. What it gives is beyond measure, what you take or leave can change visitation for millions. Its towering walls and sinuous slot canyons do not need us, but we need places like Zion.

The Hiker's Companion® is provided as a courtesy of Zion Guru. We are honored to host and help you have an amazing Zion experience. We have highlighted a few popular hikes in the Park, and look forward to sharing variations, additions, and off the beaten path destinations that may better fit your needs. Visit Zion Guru for more trip planning advice and recommendations.

### Hikes

#### Watchman 🌞🌱👤👤👤

**Difficulty:** Moderate, but short  
**Elevation Gain/Loss:** 300 feet / 91 meters gain  
**Average Hiking Time:** 1.5 to 2 hour round trip  
**Distance:** 2.7 miles / 4.3 km  
**Trailhead Location:** Begin from the RV parking lot north of the Visitor Center. No shuttle required.  
**Optimal Time to Hike:** Spring, fall, winter, anytime; summer, before 10am

**Experience:** If you are looking for a stunning sunrise, soothing sunset, short trail run or meditative walk, this hike brings a heart fulfilled Zion experience. Best as a morning hike in summer due to late morning sun; picturesque views of Springdale, the West Temple, and Mt. Kinross. Excellent rock bench at trail's end for yoga, bring your mat. Rarely busy.

**Permits:** Wilderness permits are required for all overnight hikes, all day and overnight canyoneering trips, and any overnight climb. Available in person at the Wilderness Desk at the Visitor Centers in the main canyon and Kolob, OR online via <https://www.zionpermits.nps.gov>.

### The Basics

#### What To Bring For Day Hiking

- Hiker's Companion®
- Food / Water (2L)
- Sturdy footwear
- Sunscreen
- Sun hat
- Day pack
- Car keys / room keys
- First aid kit
- Sunglasses
- Quick dry clothing
- Rain Gear
- Restop® waste bag
- Headlamp
- Camera
- Waterproofing bags
- Park Pass / ID

#### Be A Hiking Guru

- Learn before you go
- Help preserve and protect the resources
- Move gently and thoughtfully upon Mother Earth
- Take deep inhales and slow exhales of Zion's pure air
- Look, listen, and feel nature's messages
- Embrace "Leave No Trace Desert Ethics"

#### Leave No Trace® Desert Ethics

- Leave only footprints
- Take only pictures
- Keep away from wildlife
- Hike on established trails
- Carry out poop and garbage
- Use restrooms before hiking
- Preserve vegetation
- Resist the urge to collect or carve

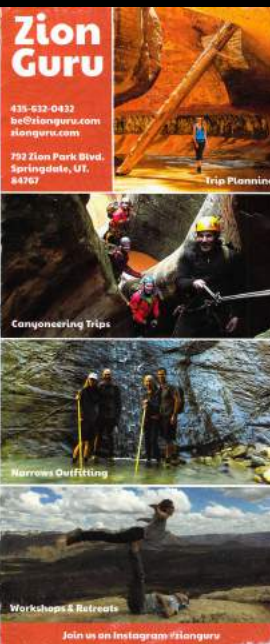
#### Companion Legend

**Shuttles** 🚌 Indicates the shuttle stop nearest to the trailhead. Absence of this icon means the hike does not have shuttle service. Free shuttles run seasonally March - November.

**Difficulty Ratings**

Easy 🌱	Moderate 👤	Strenuous 🏔️
--------	------------	--------------

**Joy Rating** 😊 More smiles = more potential joy. Derived from first hand experience and direct feedback from thousands of customers.  
\*Your joy may vary



**Zion Guru**  
435-632-0832  
be@zionguru.com  
zionguru.com  
752 Zion Park Blvd,  
Springdale, UT,  
84767

**Trip Planning**

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Join us on Instagram @zionguru

### Hikes

#### Pa'rus Trail 🌞🌱👤👤👤

**Difficulty:** Easy, wheelchair accessible  
**Elevation Gain/Loss:** 50 feet / 15 meters gain  
**Average Hiking Time:** 1 hour one-way from Canyon Junction to the Visitor Center or 2 hours round trip from Visitor Center  
**Distance:** 1.7 miles / 2.72 km, one-way  
**Trailhead Location:** Visitor Center or Canyon Junction  
**Optimal Time to Hike:** Year round, before 9am or after 7pm in the summer

**Experience:** Bike, hike, jog, dog walk, enjoy an autumn evening photographing the brilliant yellow of the cottonwood trees or a winter sunset. Multiple bridges zigzag the Virgin River giving a sense of the path truly following the river course. Many side trails to swimming holes along the river!

**"Nature does not hurry, yet everything is accomplished."**  
- Lao Tzu

#### Emerald Pools 🌞🌱👤👤👤

**Difficulty:** Easy to Strenuous (Upper only)  
**Elevation Gain/Loss:** 80-360 feet / 24-110 meters gain  
**Average Hiking Time:** 1 to 2 hours round trip (when combining Upper and Lower)  
**Distance:** up to 2 miles / 3.2 km  
**Trailhead Location:** Start at Zion Lodge via Lower Emerald Pools or Grotto Trailhead via Kayenta Trail  
**Optimal Time to Hike:** Year round. Best in the early morning or after 3pm in summer

**Experience:** The Emerald Pools is a beginner hike where you can experience one of Zion's greatest gifts: water. The Lower Emerald Pools is the easiest to access, providing incredible views of sandstone walls and spring flow surfacing 800-1000 year old water. This 1.2 mile round trip hike is great for families with small children as well as non-hikers. The Middle Emerald Pools Trail has been closed and will continue to be closed indefinitely due to significant trail damage caused by a landslide. The Upper Emerald Pool is the result of water seeps coming out of the Kayenta sandstone layer. Living up to its name, this emerald pool is not for swimming, but for viewing the massive sandstone walls above you and the rare seasonal storm runoff creating a 450 foot / 140 meter waterfall exiting Heap's Canyon.

#### Kayenta Trail 🌞🌱👤👤👤

**Difficulty:** Moderate  
**Elevation Gain/Loss:** 150 feet / 46 meters gain  
**Average Hiking Time:** 2 to 4 hours of hiking round trip.  
**Distance:** 1 mile / 1.6 km, one-way  
**Trailhead Location:** Grotto Trailhead on the Scenic Drive  
**Optimal Time to Hike:** Year-round, early morning or late afternoon May - September

**Experience:** After visiting the Emerald Pools, a beautiful continuation hike is to follow the Kayenta Trail along the cliff band to the Grotto picnic area. This one-mile extension of trail is similar in difficulty to the Emerald Pools but provides more continuous views up and down the Virgin River corridor above the tree tops. Connect with the Grotto trail for a full loop hike back to the Zion Lodge. This loop is a fantastic morning run.

#### Angels Landing 🌞🌱👤👤👤👤

**Difficulty:** Strenuous - steep trail and switchbacks for 2.5 miles each way  
**Elevation Gain/Loss:** 1000 feet / 300 meters gain to Scout's Lookout, additional 500 feet / 150 meters gain to Angels Landing  
**Average Hiking Time:** 2 to 4 hours round trip  
**Distance:** 5 miles / 8 km round trip  
**Trailhead Location:** Grotto Trailhead on the Scenic Drive  
**Optimal Time to Hike:** Early morning or mid-afternoon in May - September, otherwise a casual 9am start most other times of year. Traction devices often needed in winter.

**Experience:** The Walter's Wiggles switchbacks are the most strenuous physically, but the last 1/2 mile out on the Landing push many people mentally with exposed cliff edges and chain hand rails. Good traction is essential, but traction won't guarantee the summit. A centered mind and agile movements are a must. Not recommended for acrophobes or small children. Missing the summit is OK, as the hike to Scout's Lookout is still a good challenge with awe inspiring views, or continue up the West Rim Trail for views comparable to Observation Point and visit Little Siberia with vast expanses of white slick rock. Return to Grotto trailhead the same way you hiked in.

## Amenities

## Ratings (smiles)

## Difficulty

## Elevation gain | loss

## Average hiking time

## Distance (or range)

## Trailhead location

## Optimal time to hike

## Experience



## The Destination Assessment

## The Destination Assessment

A thorough review of all your marketing efforts

- Website(s)
- Social media channels
- E-newsletters
- CRM programs
- Online advertising
- Printed brochures and guides
- Photography & videography
- Packaging
- Sales & marketing

On-site assessment:

- Customer service and sales (personnel)
- On-site amenities, facilities, services
- Curb appeal
- Primary and secondary activities and experiences
- Booking experience and followup
- The overall guest experience
- Post experience followup
- Operational hours, seasonality, cost comparison, value

Deliverables

- Assessment Findings & Suggestions Report
- Follow-up teleconference

MYSTERY  
SHOPPER

For info:

[jordan@RogerBrooksTeam.com](mailto:jordan@RogerBrooksTeam.com)



# Lodging

## Fact

The top 15% in quality:  
85% of the leisure travel business.

## The list



1. In-room furnishings
2. The bed(s)
3. Technology (Internet)
4. Food & related
5. On-site amenities
6. Customer service\*

## One more thing



Customer service\*

People bring visitors back.  
Not the other five items on the list.

## Domaine Madeleine

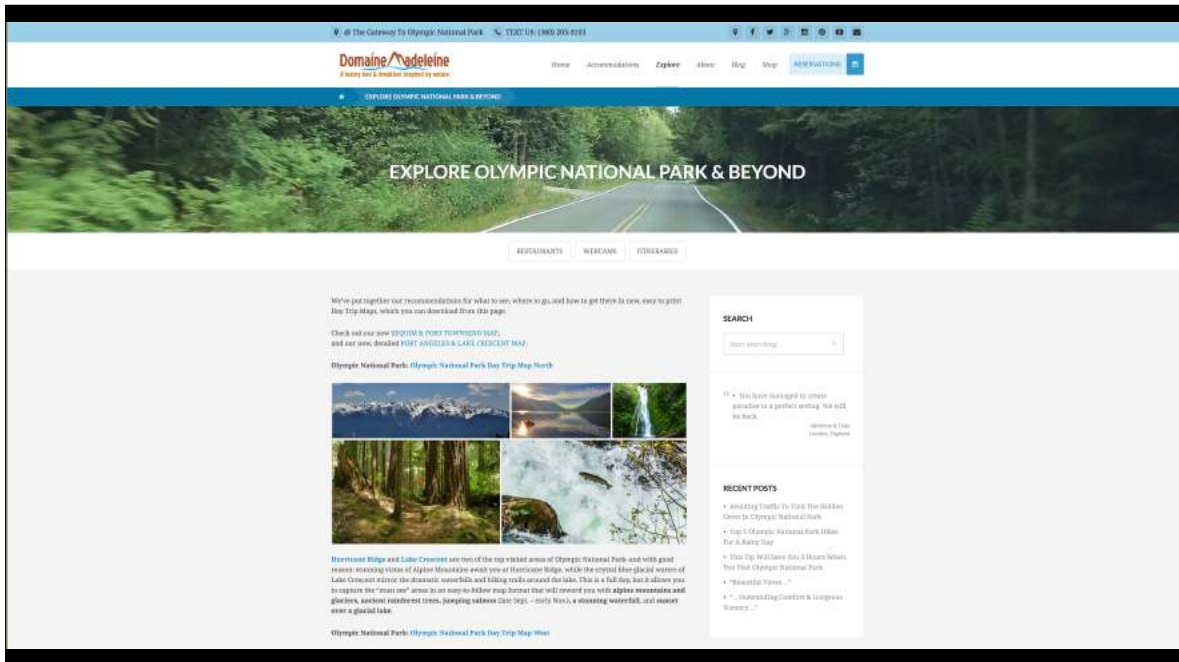
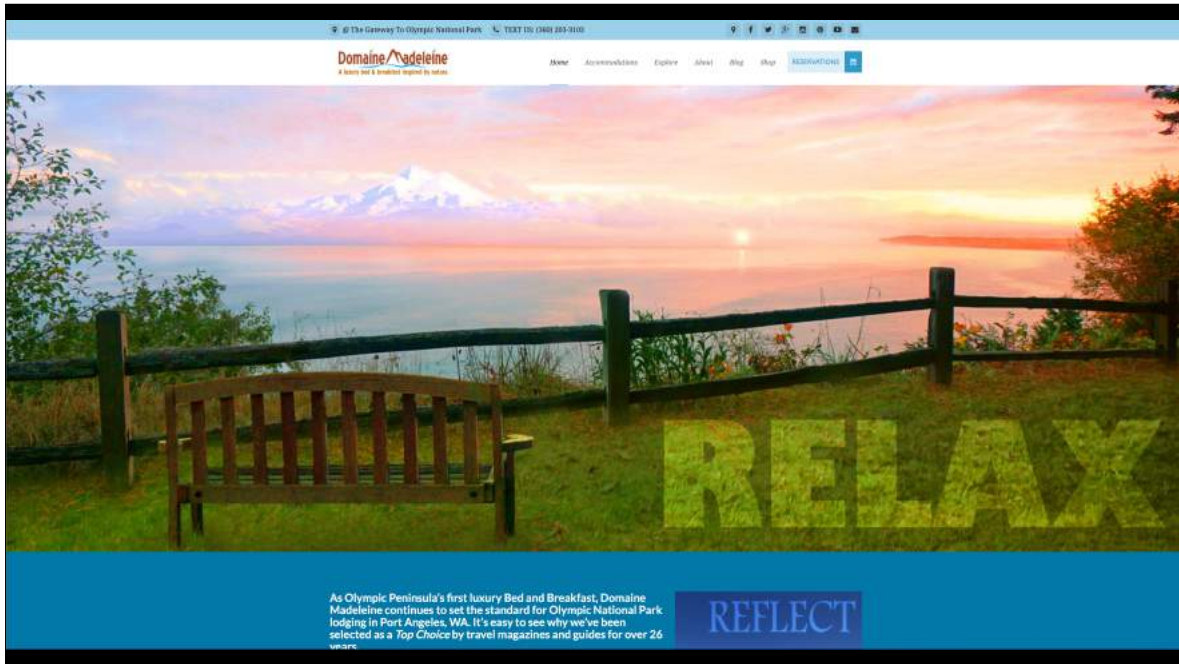


Category	B&B
Location	Port Angeles, Washington
Notes	Masterfully marketed Markets “enhancements,” even bedding Nearly doubled the occupancy in two years

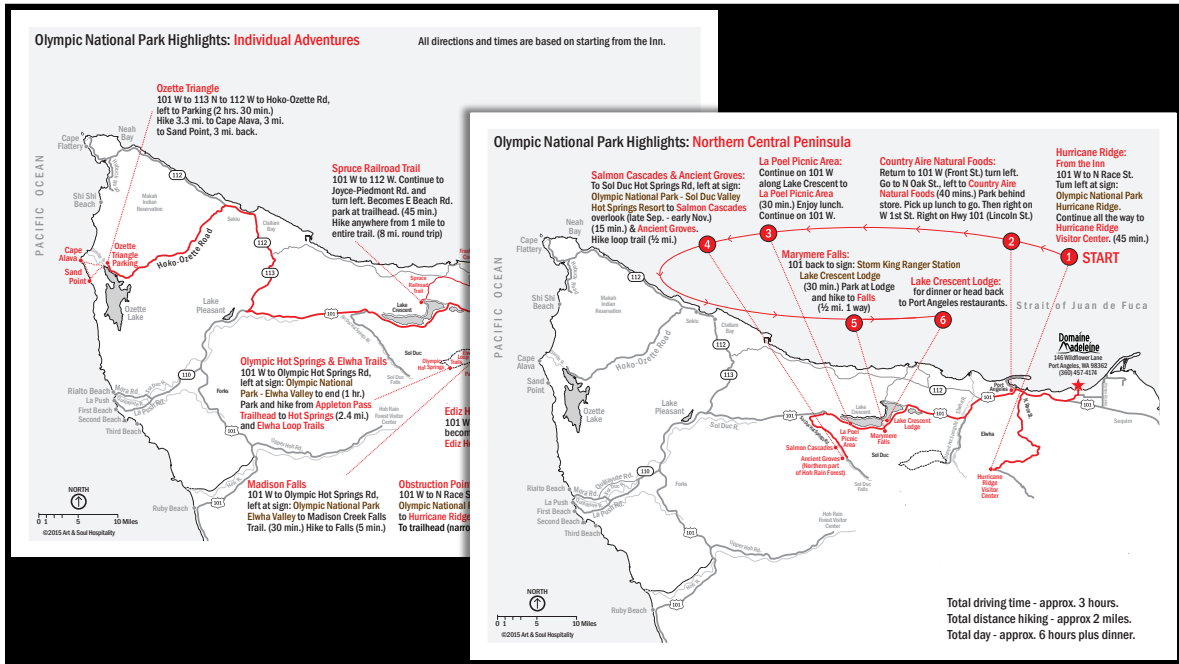


**Stephen Fofanoff**

Innkeeper at the Domaine Madeleine  
Board Member Port Angeles (WA) Regional Chamber of Commerce







Domaine / Madeleine  
A luxury bed & breakfast nestled in nature

Home Accommodations Explore About Blog Stay RESERVATIONS

## ITINERARIES

RESTAURANTS WINE&CHEESE ITINERARIES

Nowhere in the United States can one engage in a variety of activities in such a short distance as on the Olympic Peninsula. There are a half million visitors come to the Olympic park annually in order to enjoy glacier exploring, beach combing, wood rafting, walking in the rain forest, and soaking in a natural hot spring...

**If you have only one day**

Here's then Breakfast - Take your camera, camera and sketch pad and journal.

1am - Go to Port Angeles (15 min.) to Togo's to pick up a snack for mid afternoon. Continue up to the top of Hurricane Ridge CR 101 N 13.2 mi. high. Spend a couple of hours viewing the glaciers, walking through the alpine meadow trails covered with wildflowers, and observe the wildlife roaming through the meadows and valleys.

1pm - Leave Olympic Park, go west on highway 101 to Lake Crescent CR 101 N 13.2 mi. high. Walk 34-miles to Marymere Falls (04 hrs 15 min). This is a rain forest setting, about 90 inches of rainfall annually. You will see the same ferns as in the 10th State Forest, only on a smaller scale. Spend 1.5 hours enjoying the area.

3pm - Two miles further west, on highway 101, you will find the entrance to Sol Duc Hot Springs. Drive to the parking lot past the Hot Springs Resort for Sol Duc Falls, for a 2 hour round trip of spectacular scenery!

5pm - Return to Domaine Madeleine. Rest, and prepare to go out to dinner at one of the fine restaurants in the area.

In the evening, watch the sun set over the water, and the lights of Victoria sparkle, look in your journal, watch a view of the Olympic park or select a movie from the large collection. This could also be the perfect time to catch up on your reading.

**If you have two days: Day one: Same as above**

Day two:  
Here's then Breakfast

Check the tide tables. At low tide, schedule a trip to Joyce (95 minutes). Go to Tongue Point to experience some great tide pools. Then drive toward Forks to Klato Beach or Ruby Beach on the Pacific (1.5 hr.). Another half hour drive and you are in the heart of the only temperate rain forest in North America. Take an hour walk on the trail of Storms trail or if you want to get a more extensive view of what the rain forest was like when first seen by people, travel the Spruce Trail (17 miles).

Return to Domaine Madeleine for an evening of relaxation.

SEARCH

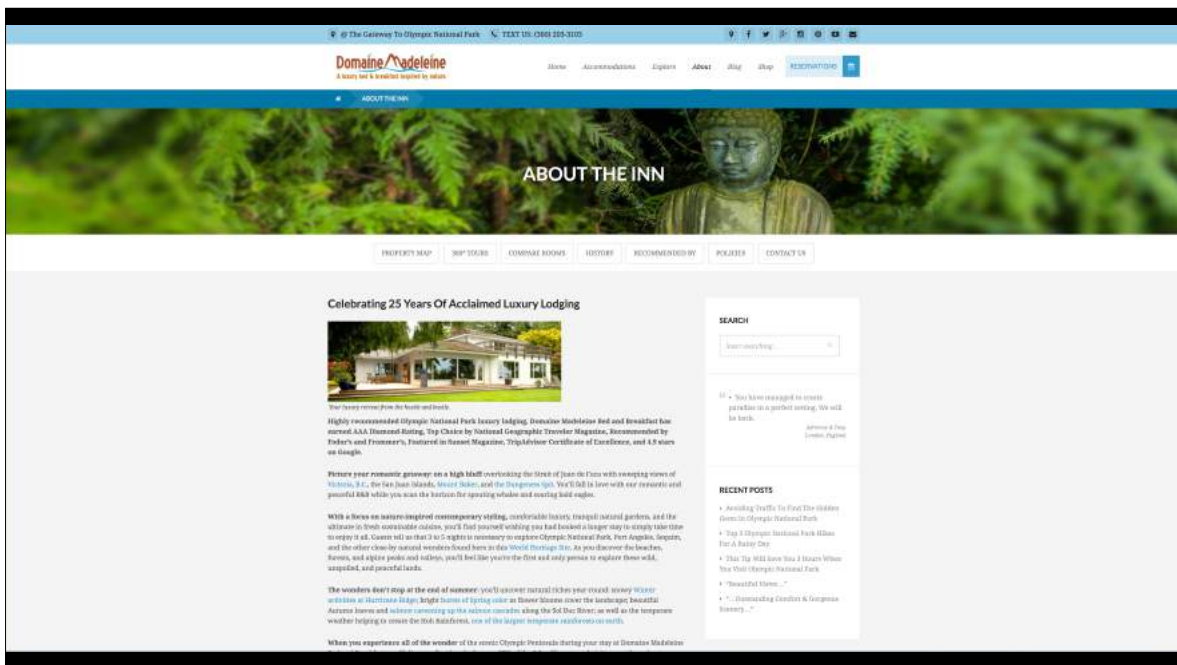
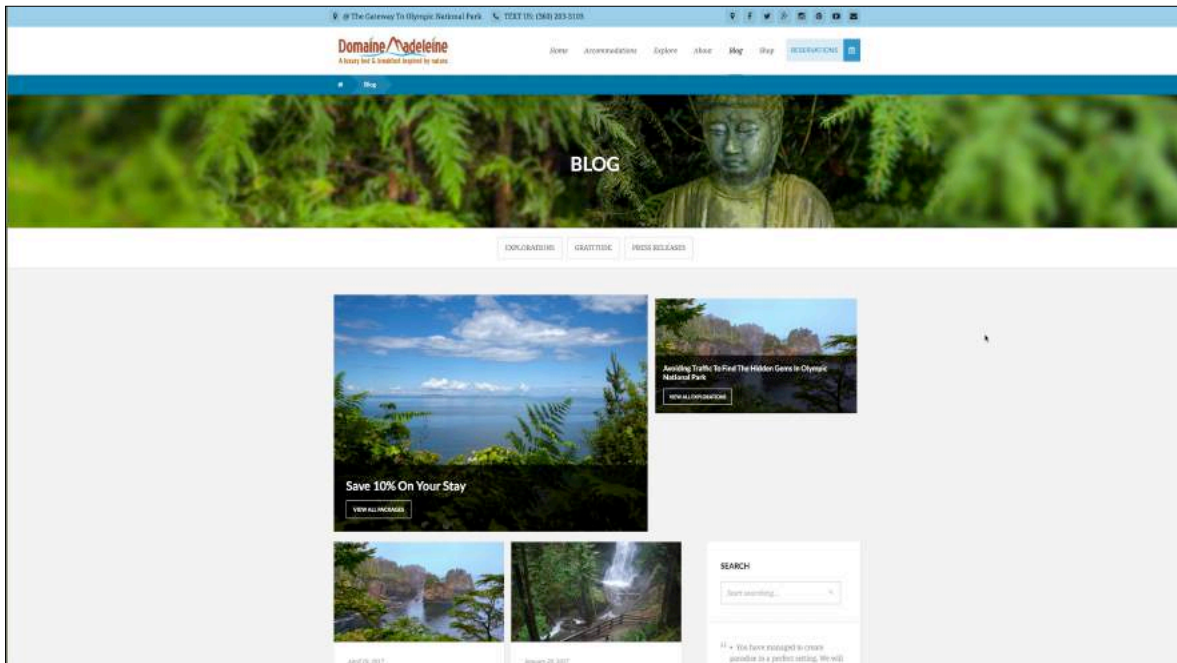
Start searching

You have managed to create paradise in a perfect setting. We will be back.

Address: 1400 Westport Lane  
Port Angeles, WA 98153

RECENT POSTS

- Avoiding Traffic: To Visit The Hidden Gems In Olympic National Park
- Top 10 Olympic National Park Hikes For A Rainy Day
- How To Will Save You 3 Hours When You Visit Olympic National Park
- "Beautiful Views..."
- "...Stunning Comfort & Gorgeous Scenery..."



Domaine Madeleine
A Four Star & Forbes Top Rated Resort in Wales

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Save 10% per night

**Save 10% On Your Stay**

Save 10% when you book 2 or more nights. We know you can't see everything Olympic National Park has to offer during a short stay. That's why we've made it easier than ever to extend your visit by offering a 10% discount on our highly desirable just back stay for two or more nights and you'll [...]

LEARN MORE

from \$270 per night

**Hoh Rainforest Suite**

The spacious bedroom features large picture windows that wrap an entire wall. A soaring oak cathedral ceiling evokes the feeling of sleeping beneath the canopy of the lush Rainforest. The sweeping panoramic water view is breathtaking by day. At night, gaze across the mist at the sparkling lights of Victoria. Soak in a sumptuous King bed [...]

LEARN MORE

from \$270 per night

**Hurricane Ridge Suite**

This great, top floor suite offers an expansive view of the water, giving the impression of standing high atop Hurricane Ridge. The large private deck is perfect for lounging by day, while the view of the stars at night is staggering. Situated in the King bed or relaxing in the comfy recliners, the deluxe-style fireplace [...]

LEARN MORE

from \$240 per night

**Rialto Beach Cottage**

A romantic getaway or a secluded retreat for a full-on vacation, the Rialto Beach [...]

from \$215 per night

**Lake Crescent Suite**

You'll find this private jewel box in just half the acreage, with an excellent view [...]

from \$215 per night

**Sol Duc Falls Cottage**

Included is a suite of an estimated 1000 sq ft, including the Sol Duc Falls [...]

Domaine Madeleine
A Four Star & Forbes Top Rated Resort in Wales

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GUEST AMENITIES

**Luxury Surrounds You**

**In-Room Comforts**

Ditch the relaxing towel from your private patio, or cozy up by the fire in your robe and slippers. You have everything you need for a comfortable evening, including a microwave and mini fridge. And it's all about a great night's sleep. So get ready to drift off to our heavenly beds and amazing views. Read more [...]

LEARN MORE

**Stay & Play**

**Free WiFi, Movies & Internet**

We understand that sometimes filling out forms is a pain. From your alarm clock that doubles as a Bluetooth speaker, to property-wide free WiFi, and the latest Chromecast streaming technology, your in-room entertainment choices keep the fun close at hand.

LEARN MORE

**Indulge In Relaxation**

**Spa-Inspired Private Bathrooms**

Others with a "Hot Tub" in 2013 would stand for bath. You'll find like you've got a mini spa right in your suite. Pampers yourself and relax with a hot tub or shower, massage, luxurious bathhouse products, ready towels, lighted mirrors, hair dryer, personal shower gel and more.

LEARN MORE

**Nature-Inspired Luxury**

**Sustainability**

LEARN MORE

**10 Acres To Explore**

**Private Gardens**

LEARN MORE

**With Our Compliments**

**At Your Service**

Forgot your toothbrush? Wondering what to do today? Need a resource recommendation? Don't want a hot cup of coffee? We've got you covered.

Domaine Medeleine

A luxury bed & breakfast, exclusively online

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ENHANCEMENTS


ACCOMMODATIONS

BREAKFAST AND BEYOND

ENHANCEMENTS

GUEST AMENITIES


PACKAGES



Celebrate Romance

Turn up the heat to make any occasion special with one of our Packages waiting in your room on arrival. Romance Package includes: flowers, wine, candles (flaming), a sweet treat and bath salts. Celebration Package includes: flowers, wine, candles (flaming), a hot tub treat and a surprise gift.


LEARN MORE



Bicycle Rental

Explore the Olympic Discovery Trails and mountains from the 2011 One Day's Bicycle rental for two people from 9am to 5pm. Simply add this to your stay when you book online, or call, or email, or call at least 30 hours prior to your check in. Please specify item requested and bike size in your special accommodations request. 1 - 3


LEARN MORE



Couple's Facial and Massage

The ultimate in couple's in-room spa treatment. 60 minute massage and 45 minute facial for each person by licensed massage therapist and aesthetician. To schedule, simply add this to your reservation when you book online, or call, email, or call at least 30 hours prior to your check in. Subject to scheduling availability. Advanced purchase required. 1 - 3

LEARN MORE



Couple's Massage

Just the relaxation of a couple's in-room.


Shop

About

Contact


Luxurious Bedding

You can bring the luxury bed experience home. Our bedding is manufactured by Company Co., and guaranteed for 3 years. Please allow 6-8 weeks for niche delivery of bedding.




Duvet Cover

\$110.00 - \$128.00




Pillow Case

\$18.00 - \$19.00




Pillow Shams

\$39.00



Quilted Blanket

\$149.00 - \$152.00



Shower Set By Company Co.

\$143.00 - \$148.00

About

Domaine Medeleine Bed and Breakfast Online Gift Shop is professionally managed by Art & Soul Enterprises

Location

146 Wilkover Lane

Port Angeles, WA 98282

Contact

(360) 457-4176

info@domainemedeleine.com

Hours

Sunday

Monday

Tuesday

8:00 am - 11:00 am

4:00 pm - 6:00 pm

8:00 am - 11:00 am

4:00 pm - 6:00 pm

8:00 am - 11:00 am

4:00 pm - 6:00 pm



Takeaways and what to do

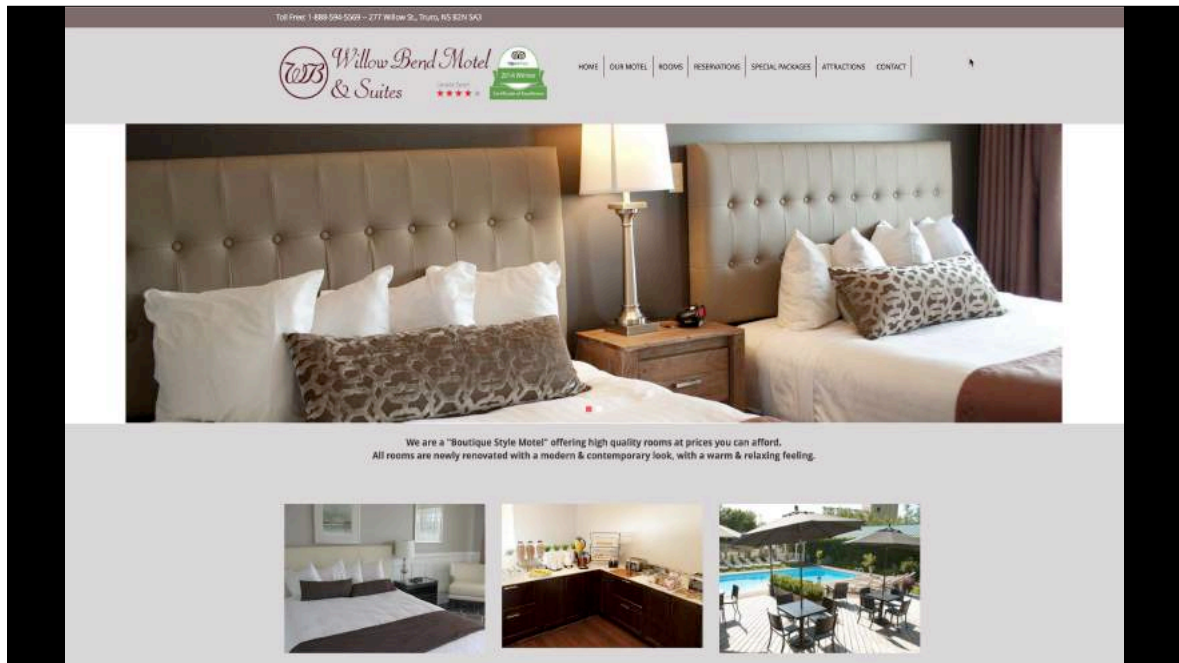


Get into the long game.  
Invest your time now, reap the rewards down the road.



Invest in **professional** photography!





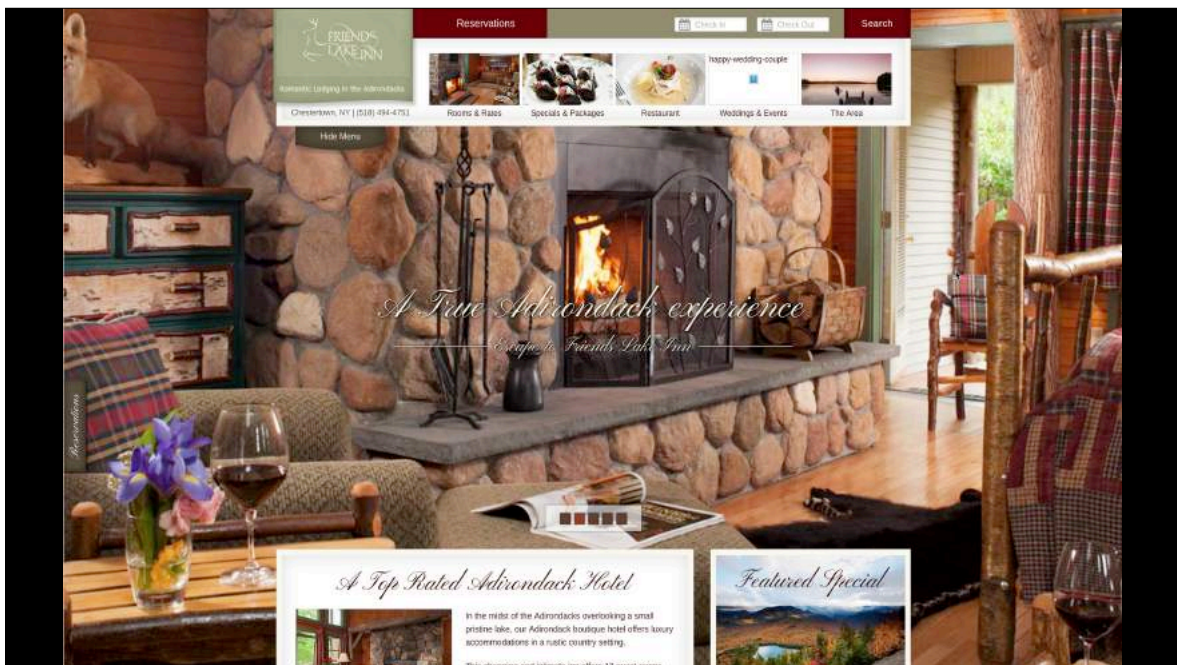
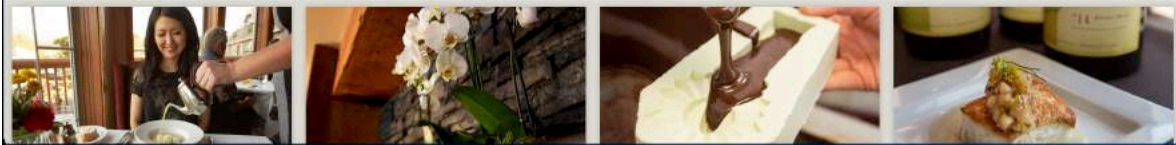
### Visuals sell!

The local experiences, the setting, the rooms, the amenities,  
the extras (that we can pay for)



## Boutique Luxury on the Oregon Coast

Offering the comfort and elegance of a boutique luxury hotel, the oceanfront Stephanie Inn invites you to retreat, relax and indulge yourself in beautiful Cannon Beach. With a full range of spa services, specialty experiences, and the finest Pacific Northwest cuisine on the Oregon Coast, your time with us will be unforgettable. Come discover why this beautiful coastal hotel remains an enduring Northwest icon.

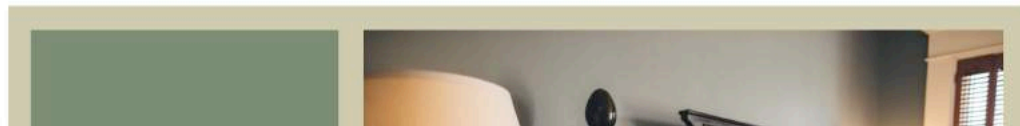




THE INN THE GRILL THE VENUE THE TEAM CONTACT

cass house  
CAYUCOS


stay • calm • rest • warm




Your website

Invest in content, not the delivery system.

Look at WordPress


Sign In
Help & Support
US




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[Business & Services](#)
[Mobile Templates](#)

[Top Products](#)
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[CMS Templates](#)
[E-commerce Templates](#)
[Flash & Media](#)

## Dream Escape Inn WordPress Theme

★★★★★ 1 reviews · Type: **WordPress** · Item number: 49403 · Author: **Gann** · Downloads: 6 · Share: [Facebook](#) [Twitter](#) [Google+](#)



**Single Site License** **\$75**

**Recommended Services:**


- ☐ Installation **\$49**
- ☐ Installation + 1 Year of Hosting **\$82**
- ☐ WordPress Drag and Drop Editor **\$29**
- ☐ Ready-To-Use Website **\$299**


**Subtotal Price: \$76**

**Add to Cart**

☐ Buyout License **\$4500**

**View Live Demo**


Sign In
Help & Support
US



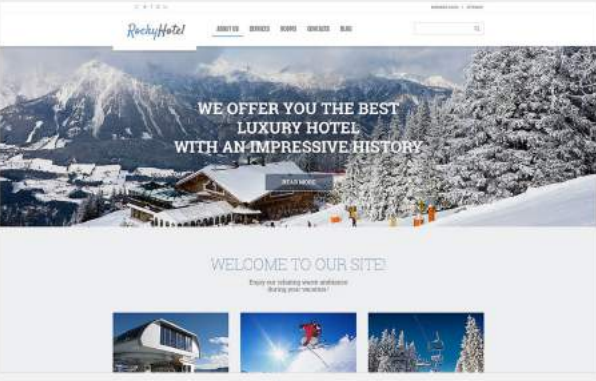
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## Rocky Hotel WordPress Theme

★★★★★ 2 reviews · Type: **WordPress** · Item number: 54792 · Author: **Bora** · Downloads: 91 · Share: [Facebook](#) [Twitter](#) [Google+](#)



**Single Site License** **\$75**

**Recommended Services:**

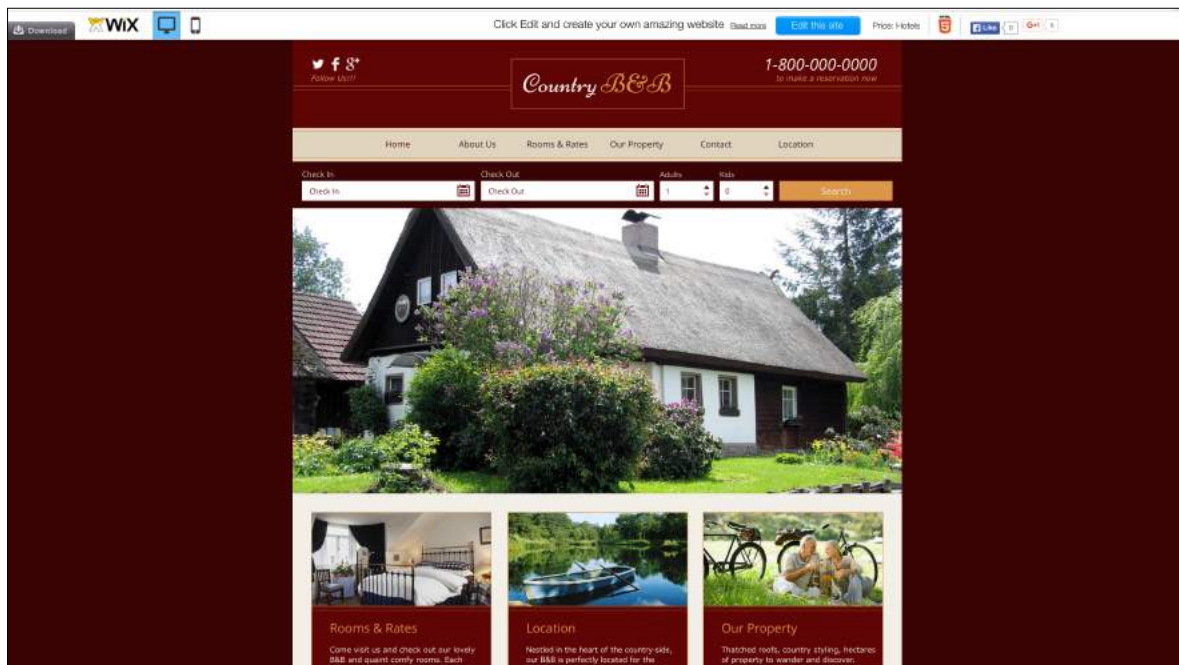
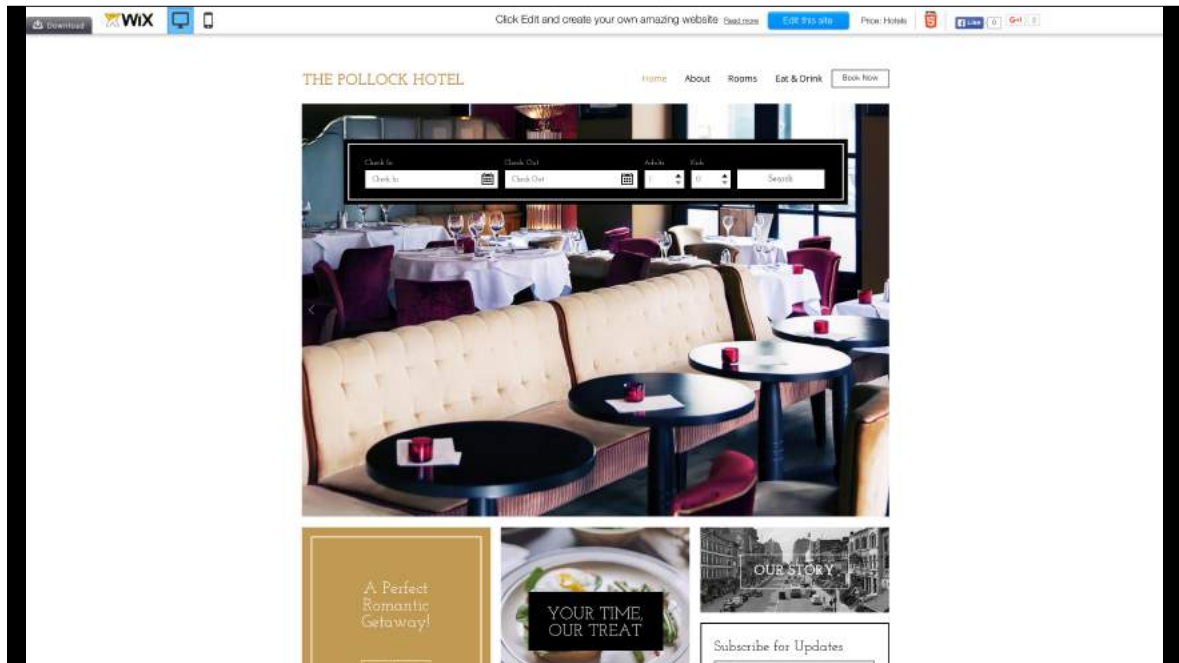
- ☐ Installation **\$49**
- ☐ Installation + 1 Year of Hosting **\$82**
- ☐ Ready-To-Use Website **\$299**

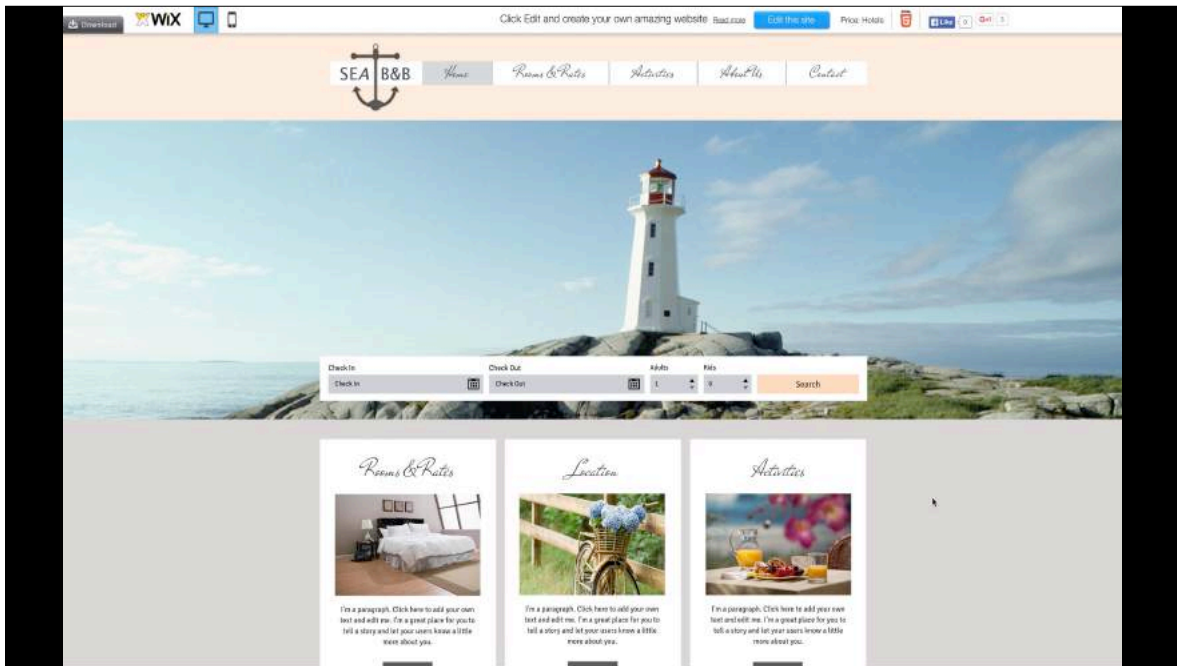
**Subtotal Price: \$76**

**Add to Cart**

☐ Buyout License **\$4500**

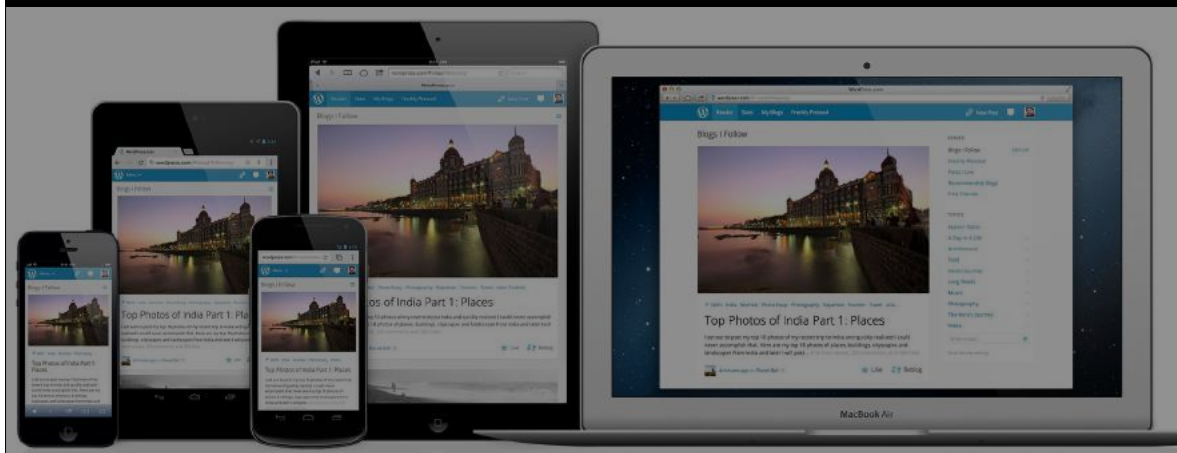
**View Live Demo**





## TIP 4

Make sure your website is mobile friendly.  
If not, Google will drop you down in the search listings







Tell me why I should come to your area FIRST,  
and THEN “we’re the place to stay”



The more helpful you are, the greater the loyalty to you.  
Help them “plan” their time in your area.  
Details, details, details.




Include ancillary income opportunities!

Spanish Garden INN

RESERVATIONS | 855-810-8107

OUR HOTEL ROOMS LOCATION PHOTOS SANTA BARBARA SPECIALS



STEP 1 Search STEP 2 Results STEP 3 Add Ons STEP 4 Review STEP 5 Confirmation

View results and make a selection

**Spanish Garden Inn**  
915 Garden Street  
Santa Barbara, CA 93101  
1-855-810-8107

**Your Itinerary** [Change](#)

Check in 04/30/2013  
Check Out 05/01/2013  
Nights 1 Rooms 1  
Adults/Room 2 Children 0

**Change or Cancel Reservation**

Last Name \*   
Confirmation Number \*

Sort by: ☒ Room Type ☐ Rate Type ☐ Price

**Junior Suite**  
Very spacious room with King bed. Comes with an attractive arched room divider separating the living and sleeping areas.

Your room rate includes:  
- Deluxe Continental Breakfast  
- Underground Parking  
- WiFi

All rooms have:  
- Fireplace  
- Balcony or Patio Garden  
- 350 Thread count Luxury Linens  
- AC and Ceiling Fan  
- Oversized Soaking Tub, Malton Brown products, Bathrobes  
- HDTV, French Press with Coffee and Tea Amenities, In-room Safe and Original Artwork.

**Best Available Rate** \$375.00

Rates displayed are average rate per room per night.

[Deluxe 3 Queen](#)



Hotels.com

\$98\* night

View Deal

TripAdvisor	\$98
Ctrip.com	\$104
Travelocity	\$98
Booking.com	\$98
Expedia.com	\$98
Orbitz.com	\$98
Priceline	\$98
CheapTickets	\$98
Hotwire.com	\$98
getaroom.com	\$98
HotelQuickly	Ⓜ

View all 12 deals
\*Disclaimer: Prices are for 1 room, 2 adults. Change dates.

About the property

Pets Allowed ( Dog / Pet Friendly )
Wheelerchair access
Non-Smoking Hotel

Things to do

Pool
Restaurant
Bar/Lounge
Fitness Center with Gym / Workout Room
Spa
Hot Tub

Room types

Suites
Non-Smoking Rooms
Kitchenette
Family Rooms

In your room

Air Conditioning
Refrigerator in room
Minibar

Internet

Free Internet
Free High Speed Internet ( WiFi )

Services

Free Parking
Breakfast included
Dry Cleaning
Meeting Rooms
Business Center with Internet Access
Laundry Service
Banquet Room
Conference Facilities
Shuttle Bus Service
Room Service
Airport Transportation
Multilingual Staff
Self-Serve Laundry

Official Description (provided by the hotel)

From the design and menu of our new bar and restaurant, to a unique year-round outdoor pool experience, Hotel Marshfield promises a true Wisconsin experience. Our full-service banquet, meeting and wedding space is the largest in the area. Call us and see what all the buzz is about!

Additional Information about Hotel Marshfield, BW Premier Collection

Address: 2700 S Central Ave, Marshfield, WI 54449-5248

Location: United States > Wisconsin > Marshfield

Price Range: \$113 - \$150 (Based on Average Rates for a Standard Room)

Hotel Class: 3.5 star — Hotel Marshfield, BW Premier Collection 3.5\*

Number of rooms: 99

Reservation Options:

TripAdvisor is proud to partner with Hotels.com, Travelocity, Expedia, Orbitz, Hotwire, Priceline, Cheap Tickets, getaroom.com, Booking.com, Ctrip TA and HotelQuickly so you can book your Hotel Marshfield, BW Premier Collection reservations with confidence. We help millions of travelers each month to find the perfect hotel for both vacation and business trips, always with the best discounts and special offers.

Is This Your TripAdvisor Listing?

Own or manage this property? Claim your listing for free to respond to reviews, update your profile and much more.

Claim Your Listing

tripadvisor

Reviews
Products
Price Tools
Resources

Reviews
Profile
5

Find and Claim Your TripAdvisor Listing

Remembered last? Get inspiration

Your business already appears on TripAdvisor — now put the world's largest travel site to work for you. Claim your listing for free access to powerful business-building tools.

Optimize Your Listing

Update your business description, add photos, and highlight amenities to attract traveler's attention

Manage Your Reviews

Generate more feedback with Review Express and join the conversation via Management Responses

Track Your Performance

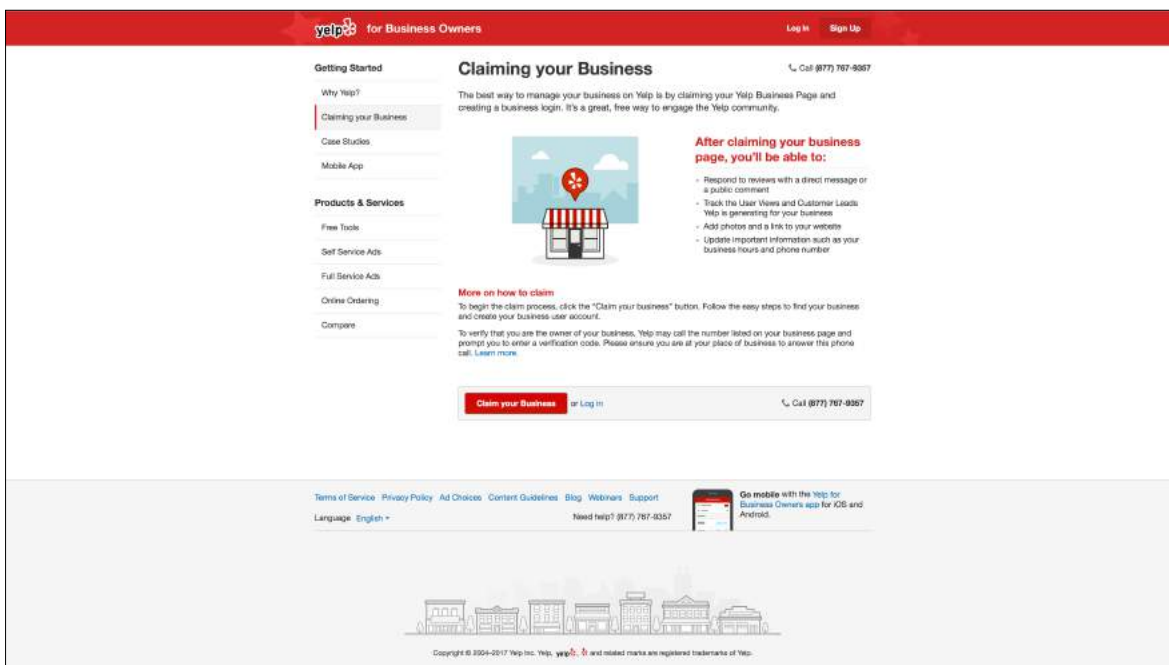
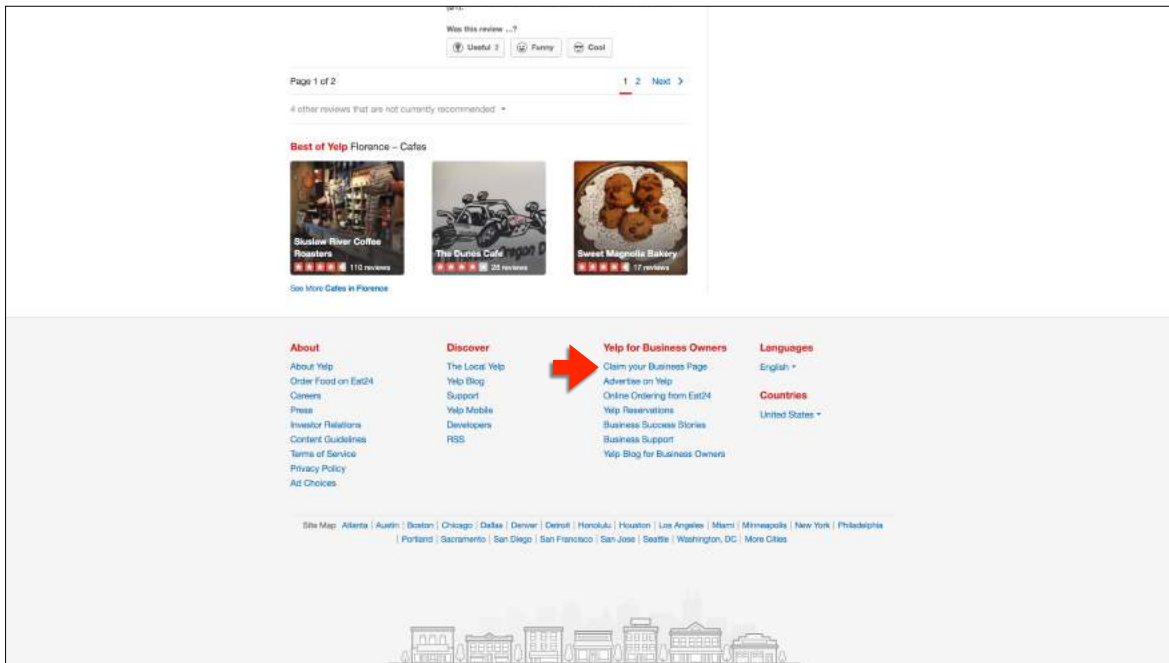
Analyze how you're engaging with travelers on TripAdvisor and how you measure up against competitors

"I've been working with TripAdvisor since day one. We try to take advantage of every tool and service to give us the maximum benefits of online reservations, call-in reservations and conversions."

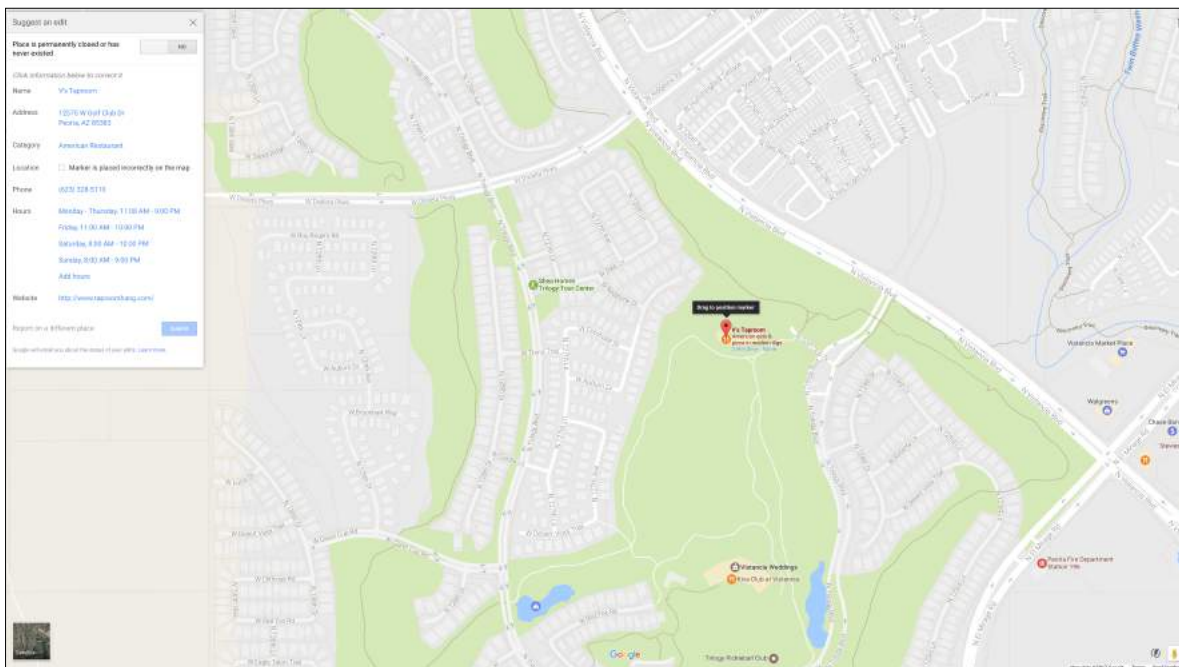
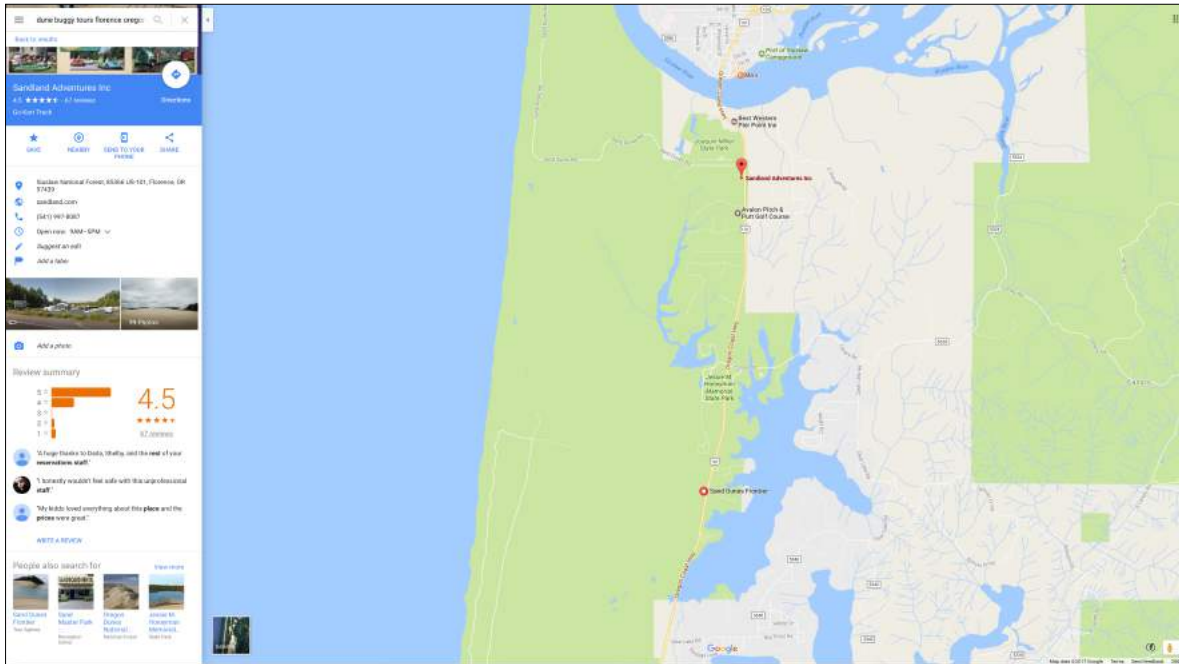
Rebecca Schmitt | VP & General Manager | Grants Hospital, Prolog DeL'Garden

TripAdvisor is the world's largest travel community









Google My Business

Home Search How it Works Business Status Resources & Tools


1028 IN START NOW

### Show people you're open for business.

Get your business hours, phone number, and directions on Google Search and Maps — with Google My Business.

[START NOW](#)

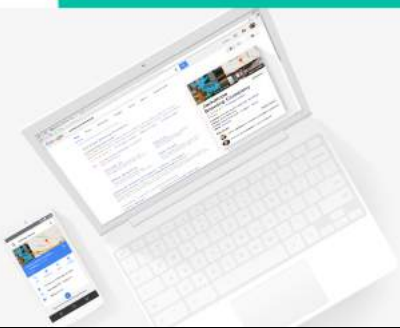
Call to get started: 1-844-491-9665 \*



### Make sure your business info is accurate.

When people search for you, does your phone number show up? Is the right address and website listed? Manage your free business listing on Google Search and Google Maps — for free. Really.

[LEARN MORE](#)



Update your website monthly!  
New photos, a blog (things to do locally)  
New accolades from guests






Cater to a younger audience:

Carefully choose your wording "Super fast Internet" other terms  
"you choose your in-room toiletries, amenities"




Offer incentives if they book directly:


Keyless entry, fastest wi-fi speeds, other amenities,  
**low price guarantee.**




i Residence Hotel




OFFER  
for you, with advantage




NEAR  
100 km from Paris




WHY BOOK DIRECTLY?



CONTACT



**BOOK YOUR ROOM DIRECTLY ONLINE**  
BEST RATE GUARANTEE!





At the i Residence Storm Hotel we strive to make your stay even more attractive: we have now introduced a wide range of exclusive add-on packages only available to those who book directly with us. Why not grab this great opportunity today and receive the best possible value for your money.


**DIRECT GUEST BENEFITS**

- No booking nor hidden fees
- No credit card charges
- Instant confirmation of booking
- Book many room types under different rates at one time reservation
- Automated confirmation from our secured BOOKINGX2 reservation system
- Receive priority consideration for your special requests and preferences.
- Take advantage of Wider choice of rates and room types.
- Always have great EXCLUSIVE HOTEL DEALS for those nights away or family breaks which are not available through any other channels.
- At the hotel's official website, we guarantee that the rates offered are the best available anywhere online.
- You will be dealing directly with the hotel so there should be no concerns about whether your booking will be confirmed.

**MAKE RESERVATION**

Home • Why book directly online? • Best Rate Guarantee • Claim Form • Site map

©2013 i Residence Hotel  



book your room directly with us

Web Shopping Images Maps Videos More Search tools

About 486,000,000 results (0.03 seconds)

**Book your room directly online, best rate guarantee! | i ...**  
[i-residencehotel.com/why-book-direct-online.html](#) •  
**BOOK YOUR ROOM DIRECTLY ONLINE** ... have now introduced a wide range of exclusive add-on packages only available to those who book directly with us.

**Book your room DIRECTLY WITH US = Best rate ...**  
[www.hotelidale.com/why-book-your-room-directly-with-us...](#) •  
 Book your room DIRECTLY WITH US - Best rate GUARANTEED! Welcome in your Quays Hotel in Bristol for a great week-end in Brittany France.

**Book directly with us and enjoy your advantages - Standard ...**  
[www.benmerford.com/en/rooms...advantages-for-direct-bookings.html](#) •  
 Book directly with us and enjoy your advantages. Best Price guarantee. Nowhere else you can book our rooms and packages cheaper than with us. If you find a ...

**BOOK YOUR ROOM DIRECTLY WITH US RESERVE ...**  
[https://www.facebook.com/hotelidalewarraposts/602584722069](#) •  
 June 3 - BOOK YOUR ROOM DIRECTLY WITH US RESERVE O' SOU QUARTO DIRETAMENTE CONNOSCO. One Cloud Booking Engine. newhotelscloud.com.

**To book your room directly, please visit... - Villa Charlotte ...**  
[https://www.facebook.com/VillaCharlotte.no/posts/74483359524317](#) •  
 To book your room directly, please visit our webpage [www.villacharlotte.no](#) You can find us on [www.bookings.com](#) and [www.expedia.com](#).

**Book With Us Advantage | Holiday Inn**  
[inncoventry.co.uk/book-with-us-advantage/](#) •  
 Book With Us Advantage. It's Our Best Price Guarantee and More ... Booking on [HolidayInn.com](#) is the best way to guarantee your room. ... Did you know that booking directly with us is a great way to earn all the benefits of the world's best ...

**Book Direct - Ports of Call Resort - Grace Bay - Turks ...**  
[www.portsofcallresort.com/book-direct.htm](#) •  
 Book directly with us using our online booking system and we will guarantee you our lowest nightly room ... Book your room directly using our online booking.

**PM the benefits of booking directly with us - Fonab Castle Hotel**  
[www.fonabcastlehotel.com/images/Book%20direct%20.pdf](#) •  
 Fonab Castle Hotel - why you should always book directly with us. The best ... room types and prices, making us your best online source for the most choices.

**Scottdale Hotel Reservations | Hotel Indigo Scottdale**  
[www.scottdalehotel.com/reservations/](#) •  
 Thank you for choosing the Hotel Indigo Scottdale. Click on the link below to check rates, availability and to instantly book your room online or call us directly at ...

## Customize the experience to them



1. Pillow preferences
2. Food choices
3. Shampoos, soaps, lotions
4. Hangers (how many would you like? Slacks/dresses?)
5. Comforters
6. Fan in room? White noise
7. Upper floor, lower floor?
8. Any physical ailments, so we can make your stay easier?

## Note



TripAdvisor is used, by many, to validate that they are making the right decision



Sign up for Google Analytics (it's free)

Google Analytics Solutions

Analytics Tag Manager Optimize Data Studio Remark Attribution Audience Builder Analytics 360 Suite

Turn insights into action.

Get stronger results across all your sites, apps, and offline channels. Google Analytics Solutions offer marketing analytics products for businesses of all sizes to better understand your customers.

"Google's analytics products helped us improve engagement by 33% and click-throughs by 21% for content promotions on our homepage."

Mia Wells, VP, Director, Marketing Analytics, National Geographic

LEARN MORE ABOUT THE ANALYTICS 360 SUITE

Say hello to Google Surveys 360.


Meet the latest addition to the Google Analytics 360 Suite.

The new Surveys 360 is designed to help you get the most out of your market research. Through advanced features, like zip code targeting and user list targeting, you'll be able to



PRODUCTS


Powerful marketing analytics solutions for companies of all shapes and sizes.



**Google Analytics**

Gain new insight with a total view of the customer experience.


[→](#)



**Google Tag Manager**

Update your website tags easily, without having to edit code.


[→](#)



**Google Optimize**

Test and deliver more personal experiences on your site.

[→](#)



**Google Data Studio (beta)**

Empower everyone to tell better stories and make better decisions with data.

[→](#)

>

SIGN UP FOR FREE

SIGN UP FOR FREE

SIGN UP FOR FREE

SIGN UP FOR FREE




Reach out to blogs and travel writers occasionally

Google **top travel influencers**

All News Images Shopping Videos More Settings Tools

About 2,402,000 results (0.75 seconds)

 **EVERNOTE**  
Sign in to Web Clipper to save Related Results

**Top 20 Travel Influencers On Instagram | NeoReach**  
<https://neoreach.com/top-travel-influencers-instagram/> •  
Sep 27, 2016 - Discover the top 20 travel influencers on Instagram and download a spreadsheet with their audience and performance stats.

**5 Instagram Users Who Have Turned Traveling Into a Lifestyle Brand ...**  
[www.adweek.com/.../5-instagram-users-who-have-turned-traveling-lifestyle-brand-17...](http://www.adweek.com/.../5-instagram-users-who-have-turned-traveling-lifestyle-brand-17...) •  
Jul 8, 2016 - Kate McCrory, Travel Blogger and Influencer - vacation days with tips on how to find the best deals on flights and valuable travel resources.

**The Top 10 Female Travel Instagram Accounts To Follow - Mediakix**  
[mediakix.com/2017/01/top-10-female-travel-instagrammers-80ggers-accounts/](http://mediakix.com/2017/01/top-10-female-travel-instagrammers-80ggers-accounts/) •  
Jan 4, 2017 - The Top 10 Female Travel Instagram Influencers To Follow: With a combined total of nearly 8 million followers, these top female travel ...

**Top Travel Influencers Share Where to Travel in 2017 (and Their ...**  
[travelmaniac.com/.../top-travel-influencers-where-travel-2017-favorite-spots-2016/](http://travelmaniac.com/.../top-travel-influencers-where-travel-2017-favorite-spots-2016/) •  
We've tapped Traveler's top travel influencers to discover where they loved traveling in 2016 and where they recommend you travel in 2017.

**The 25 Best Travel Instagram Accounts - Frommer's**  
[www.frommers.com/lookhow/840344-the-25-best-travel-instagram-accounts](http://www.frommers.com/lookhow/840344-the-25-best-travel-instagram-accounts) •  
Why others travel for inspiration, Michael Christopher Brown's travels focus on the serious and the political. The intensity of his Instagrams mirrors the ...

**How To Travel The World As A Social Media Influencer - Forbes**  
[www.forbes.com/sites/2016/09/20-how-to-travel-the-world-as-a-social-media-influencer/](http://www.forbes.com/sites/2016/09/20-how-to-travel-the-world-as-a-social-media-influencer/) •  
Nov 7, 2016 - Many top influencers bring in six-figure incomes to share their travel experiences and promote brands. Scott Eddy, who works with brands such ...

**Top 50 online travel social media influencers list gets updated daily ...**  
<https://www.buzz.com/.../Top-50-online-travel-social-media-influencers-get-updated-...> •  
Brilliant Travel Media had a brilliant day — tap into a list of the top 50 travel influencers in social media as a way to gain audience for the online travel marketing ...

**Top Travel Influencers & Popular Blogs on Socialix**  
<https://socialix.com/top-travel-influencers> •  
Find top travel influencers with the largest number of social followers. Activate popular travel content creators and have them promote your brand.


**Top Travel Bloggers and Influencers to Follow For 2016 - Mythic Trails**  
[www.mythictrails.com/1-travel](http://www.mythictrails.com/1-travel) •  
One of the best things I do to keep motivated and inspired to travel is to follow my favorite travel bloggers. There are so many out there that finding the best ...

**6 People With More Social Influence Than Large Travel Brands**  
<https://socialmediatoday.com/blog/2015/07/people-with-more-social-influence/> •  
Jul 28, 2015 - Socially, certainly on Klout's top 10 Travel Influencer list and has over 855,000 followers on Twitter. He's worked on building the brand since the ...

Google **"pacific northwest travel blog"**

All News Images Maps Videos More Settings Tools

About 34,300 results (0.54 seconds)

 **EVERNOTE**  
Sign in to Web Clipper to save Related Results

**Pacific Northwest Travel Blog - Gunky Funky**  
[www.gunkysunny.com/plan-and-laughter-in-the-pacific-northwest.html](http://www.gunkysunny.com/plan-and-laughter-in-the-pacific-northwest.html) •  
Fun and Laughter in Seattle, Portland, Vancouver and Whistler.

**Pacific Northwest: Travel Stories - World of Waterfalls**  
[www.worldofwaterfalls.com/pacific-northwest-travel-blog.html](http://www.worldofwaterfalls.com/pacific-northwest-travel-blog.html) •  
Welcome to the Pacific Northwest Travel Stories. You can read about our waterfall-themed adventures in the Pacific Northwest. Hopefully, you'll find them ...

**Pacific Northwest Travel Blog | Exploring the West**  
<https://regionofthewest.wordpress.com/tag/pacific-northwest-travel-blog/> •  
Posts about Pacific Northwest Travel Blog written by KC.

**Pacific Northwest Travel | Exploring the West**  
<https://regionofthewest.wordpress.com/tag/pacific-northwest-travel/> •  
... Waterville, Pacific Northwest Travel, Pacific Northwest Travel Blog, Pacific Northwest Travel Waterville, Tamarack Campground, Tamarack Lake, Washington.

**Pacific Northwest Travel Blog - Explorer Sue - Your Pacific Northwest ...**  
[www.exploresue.com/pacific-northwest-travel-blog](http://www.exploresue.com/pacific-northwest-travel-blog) •  
Planning a Pacific Northwest vacation? This Pacific Northwest Travel blog showcases travels throughout the PNW and beyond. Explorer Sue can show you.

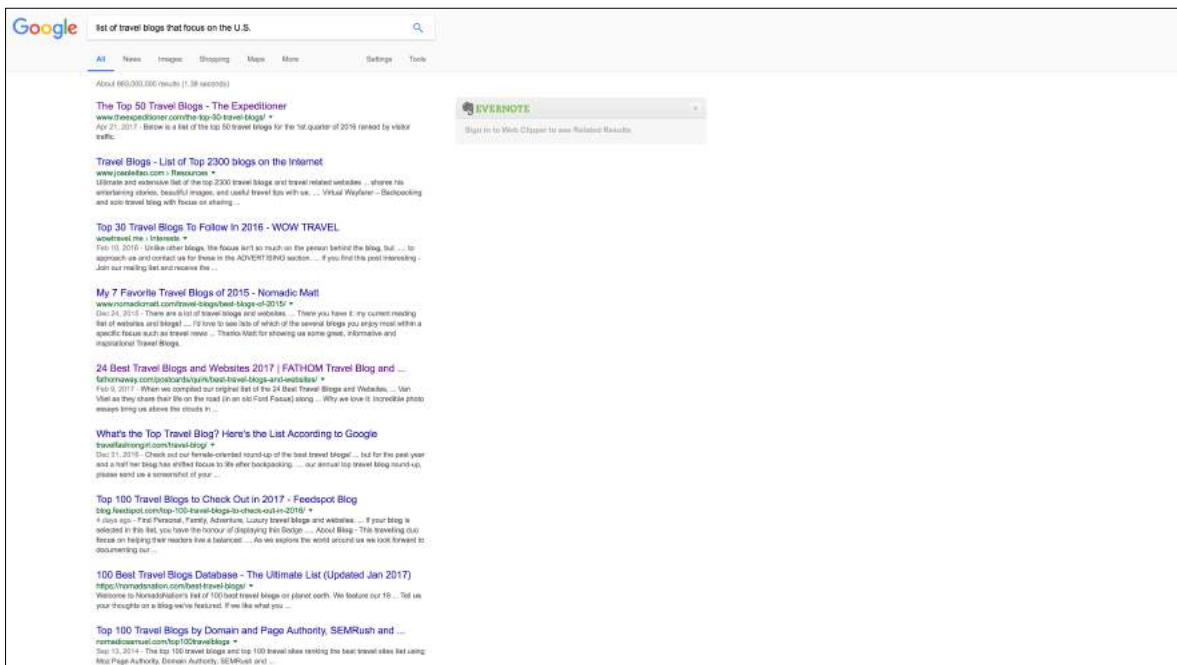
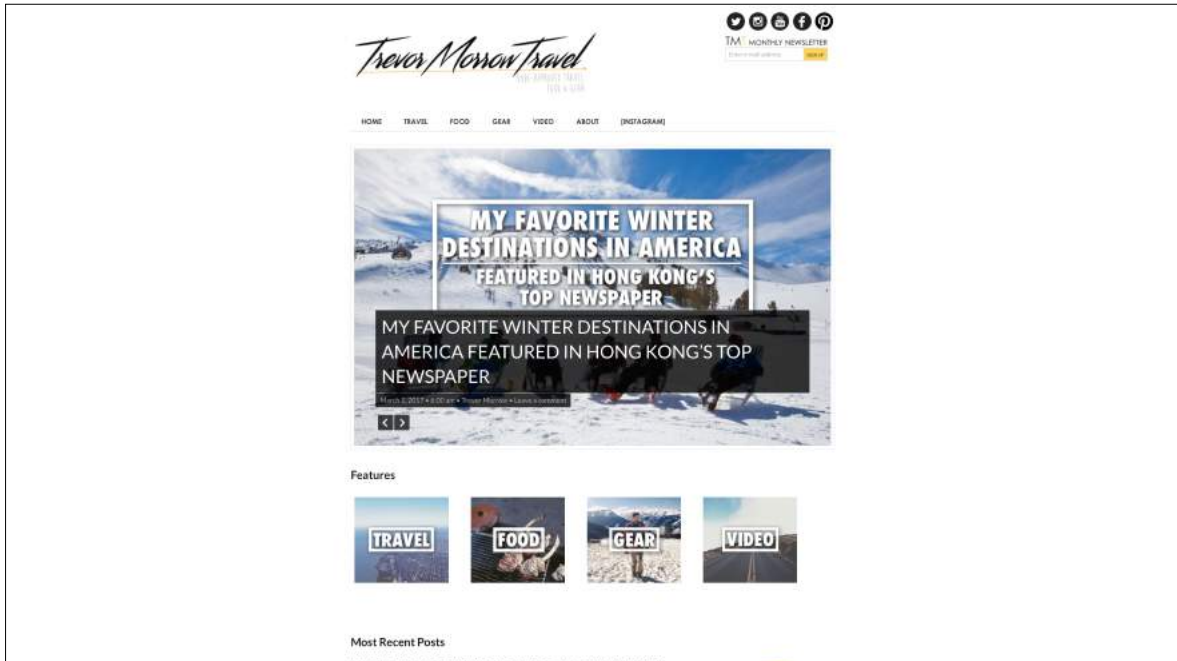
**Newer posts -- Explorer Sue - Your Pacific Northwest Travel Guide**  
[www.exploresue.com/page2/](http://www.exploresue.com/page2/) •  
How can I possibly run a Pacific Northwest travel blog and not include an article on the Portland food cart scene? Shame on me! Well, I have just redeemed ...















































**Informational Archives - Explorer Sue - Your Pacific Northwest Travel ...**  
[www.exploresue.com/category/informational/](http://www.exploresue.com/category/informational/) •  
How can I possibly run a Pacific Northwest travel blog and not include an article on the Portland food cart scene? Shame on me! Well, I have just redeemed ...

**Pacific Northwest Travel Blog - YouTube**  
<https://www.youtube.com/watch?v=3qpeu3L44>  
Apr 30, 2013 - Uploaded by mchayner  
So I downloaded another video editing program, Windows Movie Maker just never seemed to cooperate with ...

**Pacific Northwest Travel Blog -**  
[pacificnorthwesttravelblog.com/](http://pacificnorthwesttravelblog.com/) •  
Nov 17, 2016 - Pacific Northwest Travel Blog. Sign in/register. Home - Best Of - Lifestyle - Travel Resources - Destinations - About - Contact Us - Day Trip ...

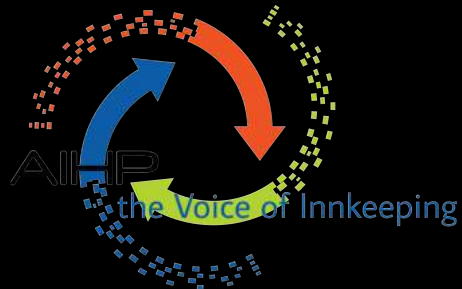
**Destinations - Pacific Northwest Travel Blog**  
[pacificnorthwesttravelblog.com/destinations/](http://pacificnorthwesttravelblog.com/destinations/) •  
Soon, this is where I will list new destinations and news. Search for: Recent Posts - Day trip restaurant, Day Trips, Here's What Great Travelers Do When They ...



1	One Mile At A Time	—		
2	Nomadic Matt	—		
3	View From The Wing	—		
4	Two Monkeys Travel Group	+3		
5	The Poor Traveler	+8		
6	Hand Luggage Only	—		
7	Pinoy Adventurista	+4		
8	Expert Vagabond	-4		
9	The Blonde Abroad	+1		
10	Migrationology	-5		
11	Where's Sharon?	+15		
12	Johnny Jet	+9		
13	Y Travel Blog	-4		
14	Nomad Revelations	-6		
15	I Am Aileen	-3		
16	The Savvy Backpacker	—		
17	Travel Codex	+3		
18	Local Adventurer	+6		
19	The Planet D	-2		
20	Our Awesome Planet	-8		
21	Points With A Crew	+7		
22	Keep Calm And Travel	-3		
23	Bucket List Journey	+6		



Join the Association of Independent Hospitality Professionals  
(AIHP)





## Lessons learned



Since 2014: In a highly seasonal destination annual occupancy went from 31% to 57%!

The age of guests has dropped dramatically (by about 30 years)

25% increase in per room night profitability.

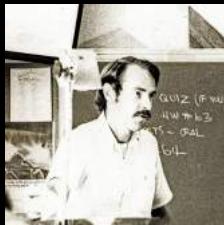
Average daily rate: \$178 to \$272

Increased loyalty and return customers. They do the selling!

Activities, tour operators, guides

# O.A.R.S.

Category	Guided expeditions
Location	Angels Camp, California
Notes	Started as a summer hobby Conservation through experience Have grown to more than 300 staff Work around the world





## Lessons learned

This is the age of “economic gardening” - assisting small businesses like this.

Conservation can “develop” new champions

The experience (people, equipment, amenities, activities) are everything. Absolutely EVERYTHING.



Always show people having a great time.  
Nothing sells like broad smiles!  
**NOTHING!**



No more than 100 words per website page





Leave no questions unanswered.

Never, ever, ever



The last words to ever use in your marketing:  
"Call for more information"



Always evoke emotion



Don't let them leave your site!

Always!

“Book your stay” or “Reserve your spot”  
or “Book your experience”  
are all key to your success.

PRINCE OF WHALES *Whale Watching*

TOURS ABOUT US CONTACT US 1-888-383-4884

Ocean Magic II 8:30am Ocean Magic II 10:30am Will we find Kianca? #thatsbackwhales? Get on the water to find out! #booknow! #island

SPACE 1994

**CHOOSE YOUR DEPARTURE CITY**

— GET READY FOR THE ADVENTURE OF YOUR LIFETIME —

VICTORIA VANCOUVER

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## Victoria Tours



## Victoria Ocean Magic II Adventures

3 HOURS OF ADVENTURE!



#whalesightings

2017 SEASON	DURATION	DEPARTS
April 1 - June 30	3-hours	12:15pm
July 1 - August 31	3-hours	9:00am, 12:15pm and 3:30pm
September 1 - October 31	3-hours	12:15pm

BOOK THIS TOUR

### RATES

Adult 18+	\$120
Youth 13-17	\$95
Child 5-12	\$85
Infant	FREE

**SALISH SEA CONSERVATION FEE**  
A \$2 per person conservation fee will be added to your tour on checkout. The money collected is donated to local not-for-profit organizations who have been active in monitoring and protecting the long-term survival of the Southern Resident killer whale population and other marine mammals in the Strait of Juan de Fuca.

In true comfort and style, our crew are excited to explore the Haro Strait and the Strait of Juan de Fuca in search of the majestic wildlife that floods the local waters here in the summer months. Take advantage of the opportunity to view several different species of whales in the wild as well as an assortment of sea birds and other species of marine wildlife from downtown Victoria.

At Prince of Whales Whale Watching we are proud of our fleet of locally designed and custom fabricated vessels built specifically for the purpose of whale watching on the west coast. The Ocean Magic II is a custom designed marine vessel combining the practicality of a semi-covered vessel with the speed and maneuverability of a Zodiac. With three restrooms on board and two different viewing elevations, this is the only purpose built whale-watching vessel of its size in the industry.

So your coffee, food and wine is in your face as you cruise in the comfort of our cabin while you explore the sea life northwest.

© 2017 Prince of Whales Whale Watching

**PRINCE & WHALES** *Whale Watching*

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[Products](#)
[Packages](#)

[Agent Login](#)
[Cart 0](#)

**Victoria Ocean Magic II Whale Watching Adventures**  
Duration: 03:00 (Approx.)

Date

How many spots would you like to reserve?  

Adults (18+)

Youth (10-17)

Children (5-10)

Infants (0-4)

**NOTES + RESTRICTIONS**  
We require a minimum of 1 hour in advance to book this activity online. Alternatively, you can contact our office directly to inquire about short-term bookings.

**Victoria Ocean Magic II Whale Watching Adventures**  
June 24, 2017  
12:15 pm  
At least 5+ spots remain  
2 Adults (18+)  
\$240.00  
**Total**  
\$240.00  
[Add to cart](#)

[English](#) - [US](#) - [Terms](#) - [Privacy](#)

[How can we help you?](#)

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[Cart 1](#)

We're holding these spots just for you. Please complete this page within 10:00 mins! After 10:00 mins, the spots were holding will be released for others to purchase.
Time remaining  
9:33

**Your Shopping Cart Contents**

Victoria Ocean Magic II Whale Watching Adventures -- Jun 24 2017  
@ 12:15  
2 Adult

\$240.00  
[Add](#) [Remove](#)

[Continue Shopping](#)

Gift certificate  

[Apply](#)

Promo Code  

[Apply](#)

\$2 Per Guest Salish Sea Conservation Fee: \$4.00  
Booking Total: \$244.00  
GST: \$12.20  
**Total: \$256.20**

**Please enter your details**  
First name \*

Last name \*

Telephone \*

Email address \*

**Please Enter Your Payment Details**  
Name on credit card \*

Credit card number \*

Expiry date \*

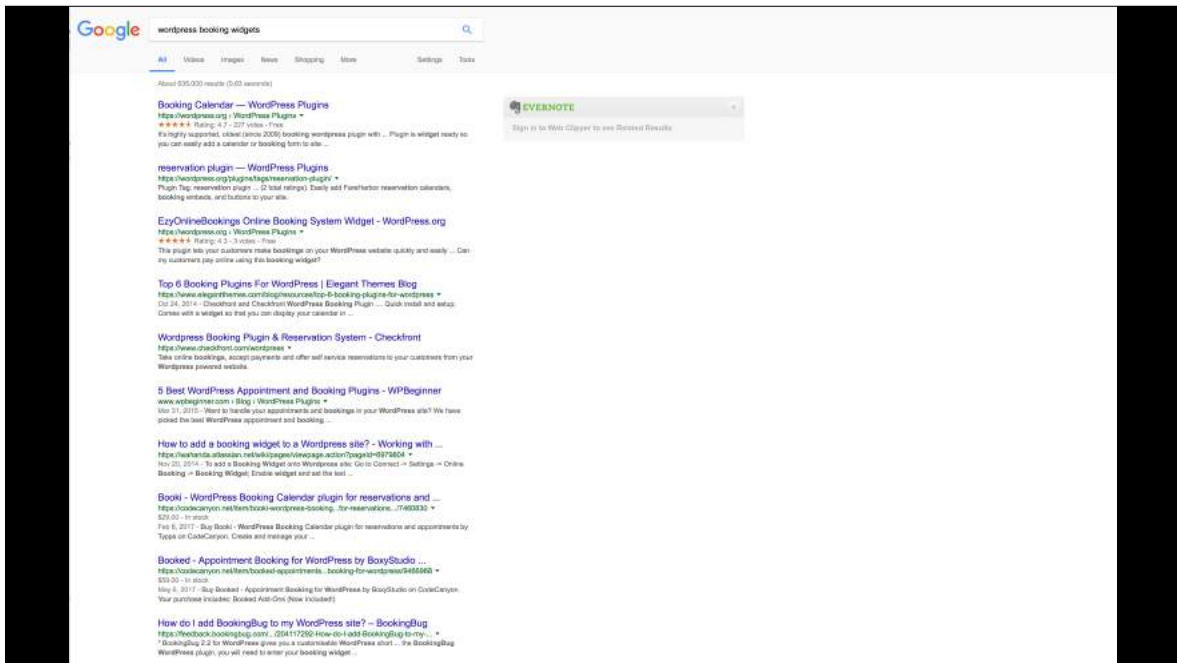
CVV number \*

We will process \$256.20 to your credit card.  
☐ I have read and agree with the [Policy and Terms](#) \*

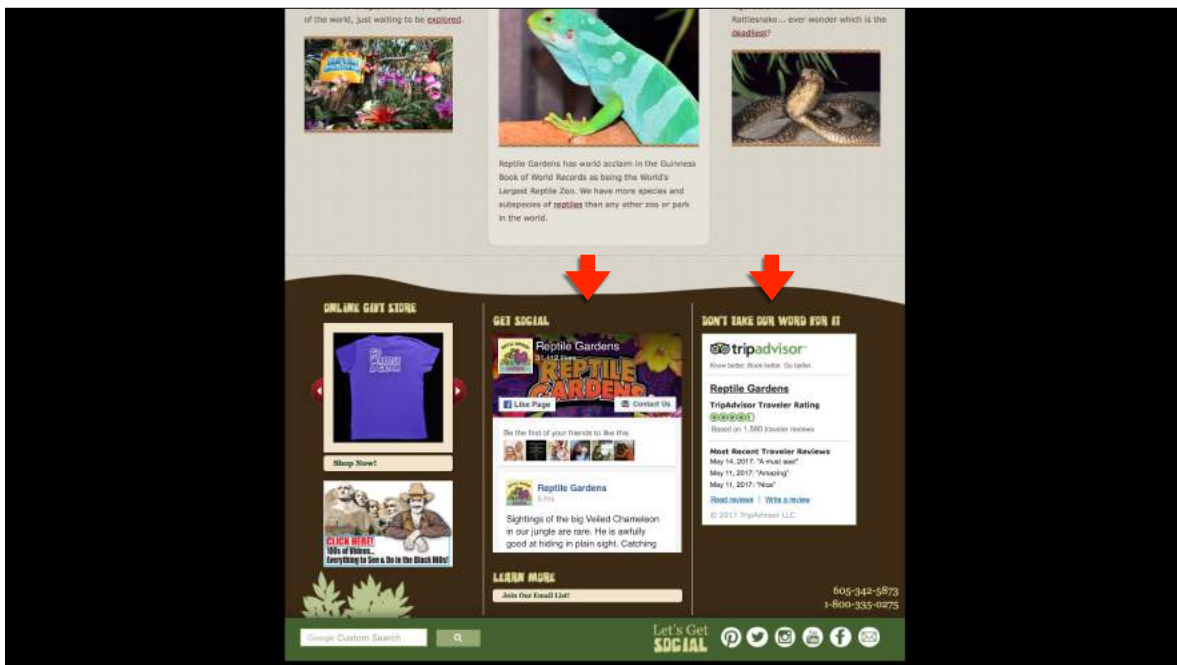
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[How can we help you?](#)





# Attractions





Google "best river rafting" • "British Columbia"

23,302 results (1.24 seconds)

**River Rafting the Mighty Thompson River in Central BC | Traveling ...**  
<https://www.travelingcanada.com/2017/05/08/river-rafting-the-mighty-thompson-river-british-columbia-canada/>  
 Having never had our rafting in British Columbia, we figured this was the ... (we've not always been) ...  
 Best British Columbia has some of the best river rafting in the ...

**Best River Rafting experience in BC! - Review of Destiny River ...**  
<https://www.tripadvisor.ca/...>  
 4.4 out of 5 rating (1 review) • 1 Destination: Canada  
 Jul 1, 2011 • Destiny River Adventures: Best River Rafting experience in BC! ... 1430 rated very ...  
 Campbell River, British Columbia V9W 2S5, Canada

**River Rafting | Chilliwack, BC | Destination BC - Official Site**  
<https://www.destinationbc.com/...>  
 Right in the heart of British Columbia's longest river valley, the Chilliwack River offers a wide range of ...  
 Chilliwack is home to some of British Columbia's best river rafting. This site, we sport attract ...  
 everyone from young families to seasoned adventure seekers ...

**Fraser River Lodge Fishing, Weddings & Wilderness Resort - River ...**  
<https://www.fraserlodge.com/...>  
 We have some of the best river rafting in British Columbia on the Thompson River and ...  
 Chilliwack River only 30 to 60 minutes away from the Fraser River ...

**Rafting the Cariboo Chilootan | British Columbia Bed & Breakfast Blog**  
<http://www.britishcolumbiabedandbreakfast.com/2013/03/rafting-the-cariboo-chilootan/>  
 May 12, 2017 ... while river rafting in the Cariboo Chilootan region in British Columbia ... Raft (BC Red ...  
 & Breakfast), best river rafting, Cariboo Chilootan Coast ...

**Chilko River Rafting Co. - BC Whitewater River Rafting in Williams ...**  
<https://www.whitewater.com/...>  
 BC Whitewater River Rafting in Williams Lake, British Columbia Canada ... BC by John Daniels on ...  
 FRANCHISING Chilko Lake in Northern British Columbia ...

**River Rafting Information - Links, Whitewater Rafting Resources**  
[www.whitewater.com/...](http://www.whitewater.com/...) • River Rafting Section •  
 ... and then, kayak instruction and intermediate wilderness kayaking. River business located in ...  
 British Columbia river rafting throughout western Canada.

**Whitewater Rafting in Squamish, Whistler and Sea ... - British Columbia**  
[www.britishcolumbia.com/...](http://www.britishcolumbia.com/...)  
 The best river rafting in British Columbia is in the Cariboo Chilootan region in British Columbia ...  
 The best river rafting in British Columbia is in the Cariboo Chilootan region in British Columbia ...  
 The best river rafting in British Columbia is in the Cariboo Chilootan region in British Columbia ...

**Vancouver BC White Water River Rafting**  
[www.vancouverbc.com/...](http://www.vancouverbc.com/...)  
 Looking for the best river rafting near Vancouver? Our Chilliwack River ... Thompson is the best ...  
 Rafting in British Columbia will be the best day of your summer!

**Chilliwack River Rafting by Hyak**  
[www.hyak.com/...](http://www.hyak.com/...)  
 Chilliwack River Rafting - The best river rafting near Vancouver - Rafting rafting from May ... July ...  
 The period day trip. Trip - From May 14 to July 17, 2016.

**KUMSHEEN Rafting Resort**  
 3 star hotel  
 Address: 1345 BC-1, Lytton, BC V0K 1G0, Canada  
 Phone: +1 (250) 496-2286  
 Check availability  
 Check in: Tue, May 30 Check out: Wed, May 31  
 Expedia.com \$119 >  
 Hotels.com \$119 >  
 Booking.com \$119 >  
 Only.com \$112 >  
 View more rates  
 Hotel details  
 This rustic adventure sports resort with loggers and cabins is a 6 minute ...  
 walk from the Fraser River. A 10 minute walk from downtown Lytton and ...  
 1.3 km from Stikine Provincial Park ... More  
 Review summary  
 Rooms: 4.2 >  
 Location: 4.2 >  
 Services & facilities: 4.2 >  
 View Google reviews  
 Send to your phone  
 People also search for  
 RED Rafting Resort  
 Fraser Provincial Park  
 Acadia Group RV Park & C...  
 Teton Motor  
 Lake Springs  
 Redwood Canyon

When you take charge, this will be  
 check full of good information,  
 including a direct link to your website!

Add your business

Business name  
 Country/Region  
 United States  
 Street address  
 City  
 Enter the full city name  
 State  
 Please select  
 Postcode  
 Main business phone  
 (6)  
 Category  
 Enter a category  
 Website  
 Enter a URL  
 I deliver goods and services to my customers at their location  
 (optional checkbox)  
 Yes No  
 Continue

Map of the United States and Mexico showing major cities and states.

Here's to effectively marketing your business or attraction  
without breaking the bank!

For access to the video library visit  
[RogerBrooksLibrary.com](http://RogerBrooksLibrary.com)

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International >

## THE RESURGENCE OF DOWNTOWNS – PRIORITY #1

Presented by Roger Brooks



**ROGER BROOKS**  
International >

Wednesday July 19th

8:30 Pacific

9:30 Mountain

10:30 Central

11:30 Eastern

12:30 Atlantic