

Each year, hundreds of thousands of visitors rely on the official website of Laurel Highlands Visitors Bureau, LaurelHighlands.org, to help this highly targeted travel-oriented audience decide how to spend their money for hotel rooms, dining, entertainment, unique adventures and corporate meetings.

OVER 665,000 USERS visit LaurelHighlands.org each year, viewing over 1,850,000 pages of information. They are on our website for one primary reason: they expect to visit our communities and spend money while doing so, enjoying all the diversity & richness our region has to offer.

NEARLY 77% OF USERS are new to LaurelHighlands.org. If you're an advertiser, this means just one thing – these online visitors represent potential new business and new customers for you.

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**"SPOTLIGHT"
TEXT LINK**

**RUN OF SITE
BANNER**

**SPOTLIGHT
ON MOBILE**

**BANNER ON
MOBILE**

**84% of all travel
planning
is now spent
online.**

*The American Traveler,
Destination Analysts, 2013*

FEATURED LISTINGS

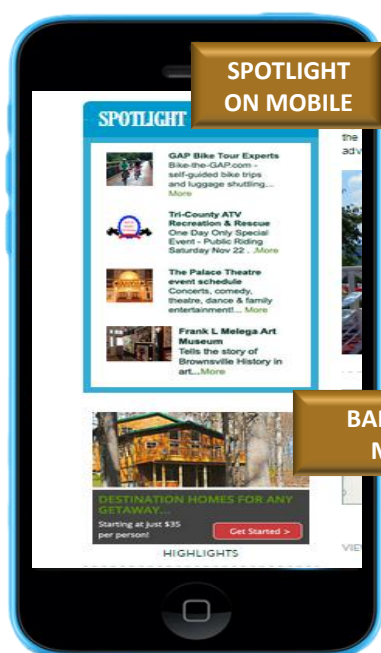
Appears on main & mobile site
\$195/Mo.

"SPOTLIGHT" TEXT LINKS

Appears on main & mobile site
\$100/Mo.

RUN OF SITE BANNER

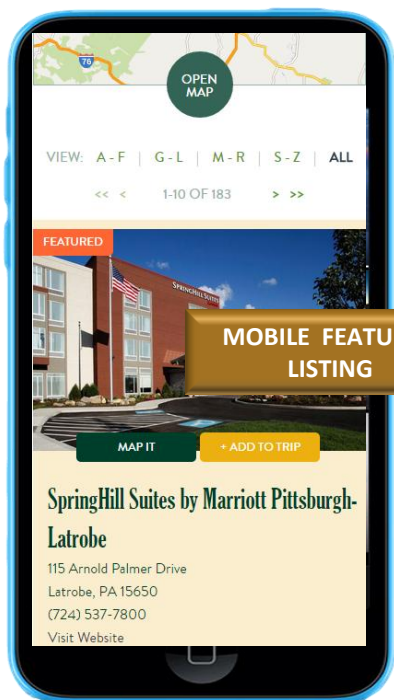
Appears on main & mobile site
\$200/Mo.



IMPRESSIVE ADVERTISING PERFORMANCE is enjoyed on LaurelHighlands.org because you're showcased in front of your perfect "ready-to-spend" customers. That's why advertising click-through rates (CTR) on travel sites like LaurelHighlands.org are typically *3 to 6 times the national average* – or higher – than banner advertising on other sites like Google or Yahoo.

A MOBILE PRESENCE, TOO, is available. That's critically important since mobile phone & tablet users may be in our area and want to book a room, dine out or be entertained *right now!*

RESULTS frequently reported by advertisers on travel sites like LaurelHighlands.org indicate that such websites quickly become the top referring website to their own....and hotels report ROIs of \$4 - \$6 in bookings, and more, for each \$1 invested. That's powerful advertising!



43% of travelers start planning their trips 4 months, or more, in advance...80% do so 2 months, or more, in advance.

Use & Impact of Travel Reviews, Gretzel & Yoo, Texas A&M.

9 out of 10 mobile searches lead to action. More than 50% lead to sales.

SearchEngineLand.com

SPECIAL OFFERS

\$250/Mo.

MOBILE BANNER

\$200/Mo.

UPCOMING EVENTS

Far left: \$300/Mo.

All others: \$250/Mo.