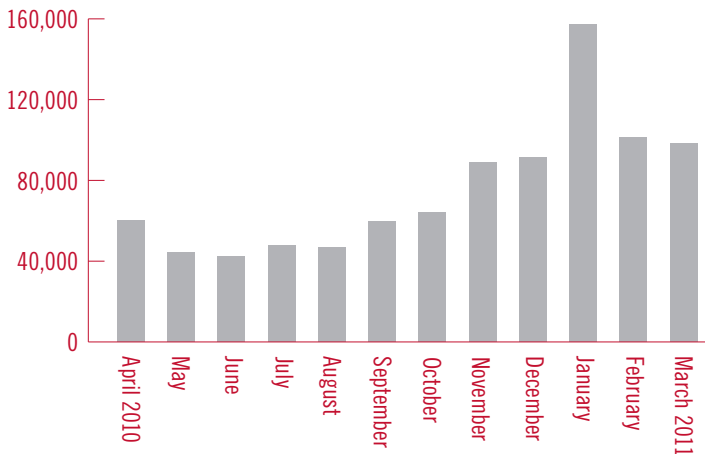


# VISITORS FIND US... ARE THEY FINDING YOU?

The Scottsdale Convention & Visitors Bureau's website and social media pages attract thousands of potential visitors each year. If you're not maximizing your exposure online, then you might be missing out on future business.

The following results are for April 2010 through March 2011.



**WEBSITE VISITORS**

## 3 MILLION PAGE VIEWS

Page views of member listings: **458,674**

Page views for member packages, promotions and coupons: **92,938**

Click-thrus to member sites: **140,320**

Average number of pages visited: **3.34**

Average time on site:

**2 minutes, 59 seconds**

New visitor traffic: **81.54%**



**\$66.3 MILLION**  
IN ECONOMIC IMPACT FROM

**902,511**  
UNIQUE WEBSITE VISITORS

## VISIT US AT



366 BLOG POSTS    112,878 BLOG VISITORS  
[blog.scottsdalecvb.com](http://blog.scottsdalecvb.com)



6,087 FANS    601,972 PAGE VIEWS  
[facebook.com/experiencescottsdale](http://facebook.com/experiencescottsdale)



8,292 FOLLOWERS    2,401 TWEETS  
[twitter.com/scottsdaleaz](http://twitter.com/scottsdaleaz)



27,797 VIEWS    50 VIDEOS ADDED  
[youtube.com/scottsdalecvb](http://youtube.com/scottsdalecvb)

“I can clearly identify that 60 percent of my Internet business originates from click-through from the CVB website.”

*-Zev Nadler, Owner,  
Desert Wolf Tours*

  
**Scottsdale**  
Convention & Visitors Bureau®  
[ExperienceScottsdale.com](http://ExperienceScottsdale.com)

# FREE MARKETING AT YOUR FINGERTIPS

The Scottsdale Convention & Visitors Bureau offers members free opportunities to connect with potential visitors and customers through the CVB's website. Partnering with us is simple, free and effective. Get started today!

## STEP 1: LOGIN

Visit [www.ScottsdaleCVB.com/members](http://www.ScottsdaleCVB.com/members) and click on Member Profile. Once you login, you'll be taken to your member profile(s). *If you need login information, contact Membership Services Coordinator Karin Mayes at [kmayes@scottsdalecvb.com](mailto:kmayes@scottsdalecvb.com).*

## STEP 2: OPEN YOUR PROFILE

Through your member profile(s), you can update existing information or add new information to keep your business up-to-date on the CVB's website.

## STEP 3: PROMOTE

Update your member listing(s), packages, promotions, coupons and events to promote your business through the CVB's website.

- **Member Listing:** Include contact information (phone number, email and website), update your description, and add a logo, photo and video.
- **Packages, Promotions & Coupons:** Include all valid dates and rates, a way to book, phone number and website. Consider adding a special code that visitors can mention in order to make the booking process easy and to track how well the promotion is working for you.
- **Events:** Include event dates and times, venue, address, photo, price, how to purchase tickets, phone number and website.

**Questions? Call the Scottsdale Convention & Visitors Bureau's Online Marketing Team:**

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