

# WEB 2.0 TACTICS 4 TOURISM



## NOTES

### THE PROMISE OF 2.0

Interactivity between buyer and seller  
From Informational Silos to Interactivity  
The Power of the “Long Tail”  
The Opportunity to Stand-Out

### SOCIAL NETWORKS

MySpace, FaceBook, Eons...etc.  
LinkedIn and Business Networks  
TripAdvisor, VibeAgent and the Review Sites

### BLOGS & WIKIS

It's past the Tipping Point...It's Expected  
Provides an Opportunity for Interaction  
It provides the Opportunity to Suggest  
    Pennsylvania's Bold Move  
The Issue:  
    Is it Believable

### PODCASTS (A & V)

As a Promotional Tool  
As a Walking/Driving Tour  
Is Portable & Personal  
And the Competition is Thin  
In the YouTube/iPhone era, video has never been more important  
Video Podcasts allow you to create a persona that resonates with target audiences  
It can be as slick or as homegrown as you want your persona to be  
Indianapolis is averaging over 25,000 downloads a month  
Door County is a one-person operation  
And, they're perfect for posting on YouTube and other sites (not just your website)

## CLOSING THOUGHTS

Identify Your Audience

Read, View & Listen to Others First

Strongly Consider Outsourcing (But Use Your Voices & Faces)

Script & Schedule It

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## MORE NOTES



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