



# 2008 UPDATE

## GROWTH & CHANGES

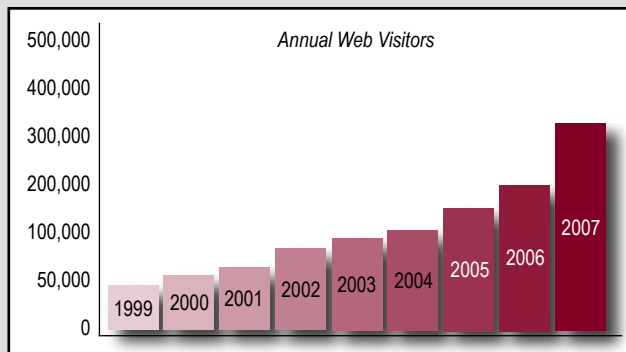
Since 1999, the Inns of New England Network has been reaching travelers and potential guests across the globe. When things began, our website was rather primitive, but it got the job done. Today, Inns of New England is a multi-branded network consisting of 20+ regional website domains for maximum online exposure. The additional domains provided enhanced search engine positioning and offer specific targeted exposure for our regional destinations. The Inns of New England Network is growing and changing to meet the needs of our innkeepers and our end users. One annual participation fee provides visibility throughout our network all year long. The goal is maximum exposure for our participating inns and bed & breakfasts.

**New For 2008** - Our New England Lodging website is getting a huge face lift and is becoming it's own unique lodging directory brand. The good news is, with your continued participation with the Inns of New England Network there's no additional charge to be on included on New England Lodging's website as well. Take a look at [www.NewEnglandLodging.com](http://www.NewEnglandLodging.com). The new site will be officially launching in December.

**Banners** - You may notice that the Inns of New England Network is also featuring lodging banner advertising as well. This was a response to many ongoing innkeeper requests. There are only a limited number of premium banner positions. So far this program has become very popular and banners sold out for 2008-2009. There is a waiting list available.

### 20 regional destination domains

- ❑ [www.InnsOfNewEngland.com](http://www.InnsOfNewEngland.com) - featuring all inns and b&bs
- ❑ [www.NewEnglandLodging.com](http://www.NewEnglandLodging.com) - featuring all inns and b&bs
- ❑ [www.InnsOfCapeCod.com](http://www.InnsOfCapeCod.com) - featuring inns on Cape Cod
- ❑ [www.InnsInNH.com](http://www.InnsInNH.com) - featuring inns in New Hampshire
- ❑ [www.InnsOfVT.com](http://www.InnsOfVT.com) - featuring inns in Vermont
- ❑ [www.InnsOfMA.com](http://www.InnsOfMA.com) - featuring inns in Massachusetts
- ❑ [www.InnsOfME.com](http://www.InnsOfME.com) - featuring inns in Maine
- ❑ [www.InnsOfRhodeIsland.com](http://www.InnsOfRhodeIsland.com) - featuring inns in Rhode Island
- ❑ [www.InnsOfConnecticut.com](http://www.InnsOfConnecticut.com) - featuring inns in Connecticut
- ❑ [www.InnsOfMV.com](http://www.InnsOfMV.com) - featuring inns on Martha's Vineyard
- ❑ [www.InnsOfNantucket.com](http://www.InnsOfNantucket.com) - featuring inns on Nantucket Island
- ❑ [www.InnsOfProvincetown.com](http://www.InnsOfProvincetown.com) - featuring inns in Provincetown, MA
- ❑ [www.InnsOfBoston.com](http://www.InnsOfBoston.com) - featuring inns in Boston & Cambridge, MA
- ❑ [www.InnsOfTheBerkshires.com](http://www.InnsOfTheBerkshires.com) - featuring inns in the Berkshires, MA
- ❑ [www.InnsOfLenox.com](http://www.InnsOfLenox.com) - featuring inns in Lenox, MA
- ❑ [www.InnsOfKennebunkport.com](http://www.InnsOfKennebunkport.com) - featuring inns in Kennebunkport, ME
- ❑ [www.InnsOfBarHarbor.com](http://www.InnsOfBarHarbor.com) - featuring inns in Bar Harbor, ME
- ❑ [www.InnsOfWoodstock.com](http://www.InnsOfWoodstock.com) - featuring inns in Woodstock, VT
- ❑ [www.InnsOfKillington.com](http://www.InnsOfKillington.com) - featuring inns in Killington, VT
- ❑ [www.InnsOfMystic.com](http://www.InnsOfMystic.com) - featuring inns in Mystic, CT



## STATISTICS

A strong and progressive print and online marketing strategy combined with consistent and ongoing front end upgrades have established a loyal and growing online visitor pattern.

In 2008, we're averaging **approximately 30,000 visitors** to the network every month resulting in the anticipated year-end total of about 360,000 +/- visitors.

### ANNUAL GEOGRAPHIC USER PROFILE (using 2008 YTD data)

United States visitors 65% | Canadian visitors 8%  
European visitors 18% | Other 9% (note: Europe is up considerably in 2008)

## PARTICIPATION OPTIONS & BENEFITS

We offer two cost-effective participation options for innkeepers:

- 1) **Expanded Level Listing** \$95.00/year  
2 photo images, 400 character description, featured property rotation (on [www.innsOfNewEngland.com](http://www.innsOfNewEngland.com)), website link, email link, reservations & avail. links.
- 2) **Premium Level Listing** \$145.00/year  
4 photo images, 800 character description, featured property rotation (on [www.innsOfNewEngland.com](http://www.innsOfNewEngland.com)), website link, email link, reservations & avail. links. *The Premium Level listing provides enhanced visibility on the featured property rotation.*



**INNS OF NEW ENGLAND NETWORK**  
A CAPTIVATE MARKETING, INC. COMPANY  
TEL. 617.275.5512 TOLL FREE 1.800.335.1651  
[WWW.INNSOFNEWENGLAND.COM](http://WWW.INNSOFNEWENGLAND.COM)  
EMAIL: [SUPPORT@INNSOFNEWENGLAND.COM](mailto:SUPPORT@INNSOFNEWENGLAND.COM)

### ADDITIONAL PARTICIPATION BENEFITS FOR INNKEEPERS:

#### USE OF INNS OF NEW ENGLAND LOGO

You can add our Inns of New England "Recommended" Logo to your website and use it within your marketing materials at your discretion.



#### DISCOUNTS ON VALUED-ADDED SERVICES

Our parent company, Captivate Marketing, Inc. has become one of the top design, creative and marketing firms specializing in the lodging and hospitality industry. Captivate Marketing designs and develops both strategic and sophisticated website initiatives for inns, bed & breakfasts, hotels and resorts worldwide. Captivate is specialized in setting clients apart from the competition, particularly those clients in saturated and competitive lodging markets. Other services include on-site photography, print design for brochures, rack cards, postcards and sales collateral and integrated online and traditional print public relations. As an Inns of New England Network participant, you're eligible for special discounts on Captivate Marketing, Inc. services. A Captivate brochure is enclosed.