



**ACRO Global** integrates Internet marketing into our clients' business models, to maximize sales and total-enterprise return on investment.

**Industry specializations:**

- Tourism
- Leisure travel
- Hospitality

**Core competencies:**

- Marketing strategy
- Internet technologies
- Web-site design, development, testing
- Usability (including cross-cultural)
- Localization for international markets
- Search-engine optimization and positioning

**ACRO Global** is an environmentally-aware company which strongly supports sustainable tourism.



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# Internet Marketing

Travel - Tourism  
Hospitality



**Our professional Web techniques SELL:**

- Destinations
- Tours
- Hospitality
- Attractions
- Worldwide



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## What we do

ACRO Global will increase your sales and profits by applying professional Internet marketing techniques:

### Web design and redesign

Our design/redesign projects begin with understanding your business objectives and your target markets. Based on your needs and our knowledge of travel-consumer psychology and markets, we will build you a site that will attract your ideal customers, keep them coming back, and make it easy and pleasant for them to buy your travel products. We use no gratuitous, distracting or failure-prone technologies, only those that support your site and business objectives.

### Usability testing

Users rate 84% of commercial web sites "poor" on usability, per Zona Research; and as a result, these businesses lose over US\$4B in sales annually. Strategic site design/redesign based on our professional testing with real users will give you big financial returns from increased user time-on-site, improved look-to-book ratio, more repeat sales, and great "viral" promotion by satisfied users.

### Search-Engine Optimization (SEO)

If no one can find your Web site, your investment in it has been wasted. Here are some actual ACRO search-engine-optimization results that speak for themselves (hotel site, 2002):

<i>Weekly Data</i>		6 Weeks	Increase
	Pre-SEO	After SEO	(%)
NUMBER OF USERS	335	524	56%
DATA TRANSFERRED (MB)	11.22	20.01	78%
AVG DATA PER USER (KB)	34.29	39.10	14%

## How we're different

As a tightly focused, specialist agency, we offer you the level of service and commitment that generalist firms save for their largest clients: with ACRO, your account will be handled by senior personnel to whom you will have direct access. At the same time, we have the specialized knowledge of the travel, tourism and hospitality industries, and the human and technological resources, to handle complex assignments and deliver a quality product with fast turnaround.

### Unlike most "Web design" firms, we offer:

- a personal approach to understanding your business objectives and achieving them via the Web; not "one size fits all"
- marketing-driven solutions that will deliver more sales and profits; not just a pretty Web site
- Specialized, research-based industry knowledge
- Very experienced professionals using state-of-the-art tools.

We incorporate all the "hidden refinements" that will set your site apart from those of your competitors:

- high visibility in search engines and directories
- lightning-fast page loading
- easy-to-use search and booking functions
- validated W3C-standard-compliant code
- consistent rendering of your site in all common browsers, on both PC and Mac
- automated online inquiry and booking forms that work
- World-class hosting, support and maintenance

We do most projects on a fixed-price basis: you get what you pay for, no surprises.

### ACRO President/CEO

David Boggs is a global thinker and multi-talented strategist who drives the development for our clients of profit-enhancing regional, national and international marketing solutions for travel, tourism and hospitality.



With a background in human-factors engineering, psychology and business, Boggs has worked as systems engineer, project manager, market analyst, business-to-business marketer, and major account manager in a variety of industries; and has presented management and marketing seminars and courses to business owners and managers.

Prior to launching ACRO in 2001, for eleven years Boggs owned and managed a strategy and marketing consulting firm and, beginning in 1995, a Web design business, Harbor Design. Boggs's goal for ACRO is to develop and implement Internet marketing strategies and tactics that maximize clients' total-enterprise bottom line.

### Corporate and Personal Affiliations

Association of Travel Marketing Executives  
Hospitality Sales and Marketing Association International  
ACM Human-Computer Interaction Group  
Maine Tourism Association  
Maine Innkeepers Association  
Maine International Trade Center

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