

List of Best Online Practices

Evaluation Scale:

1 = Information; 2 = Usability; 3 = Credibility; 4 = Inspiration; 5 = Involvement; 6 = Reciprocity; 7 = E-commerce

Information

Accommodations- <http://www.southhaven.org/>

Activities - <http://www.brandywinecvb.org/> , <http://www.floridasbeach.com/>

Attractions - <http://www.oneidacountycvb.com/>

Brochures- <http://www.visitportland.com/> , <http://www.northofboston.org/> ,
<http://www.litchfieldhills.com/app/index.jsp>, <http://www.santacruzca.org/index.shtml>,
<http://www.sonomavalley.com/>

Deals- <http://www.mtwashingtonvalley.org/>

Information for Kids- <http://www.arizonaguide.com/>

Maps - <http://www.enjoyhartford.com/index.cfm> , <http://www.visitcolumbiamo.com/> ,
<http://www.visitanderson.com/>

Prices

Press and News Releases- <http://www.newmexico.org/index2.php>

Restaurants/Dining

Schedule/Calendar of Events- http://www.vacationbarharbor.com/calendar_frame.html,
<http://www.pwcvb.com/Visitors/> , <http://www.savcvb.com/> , <http://www.visitkc.com/>

State Facts/Regions- <http://www.maintourism.com/>, <http://www.visitlakecharles.org/> ,
<http://www.snohomish.org/>

Transportation - <http://www.mesacvb.com/index.cfm> , <http://www.snohomish.org/>

Virtual Tour- <http://www.visitwilmingtonde.com/video.html>

Usability

Ease of Use - <http://www.visitpennstate.org/>, <http://www.mvy.com/>,
<http://www.visitcampaigncounty.org/>

Ease of Operation- <http://www.visitprinceton.org/site/news.cfm?brd=2695>, <http://www.bristol-county.org/>

Formatting - <http://www.albany.org/> , <http://www.litchfieldhills.com/app/index.jsp> [BAD:
<http://www.visitwytheville.com/>]

Technical Soundness - <http://www.marylandmemories.org/home.html> [BAD -
<http://www.visitwytheville.com/>]

Credibility

Celebrity- <http://www.visitpittsburgh.com/>, <http://www.bcvb.org/> , <http://www.indy.org/> ,
<http://www.yazoo.org/>

Community Building - <http://www.visitrenotahoe.com/>

CVB destination image and branding - www.visitsyracuse.org, <http://www.visitpittsburgh.com/>,
<http://www.frankenmuth.org/> , <http://www.indy.org/> [BAD - <http://www.visitrichmond.com/>]

Official Endorsement - <http://www.visitwilmingtonde.com/>, <http://www.bristol-county.org/>,
(<http://www.ftcollins.com/> (authorized by search.travel?), <http://www.minneapolis.org/>

Sponsorship- <http://www.cobbcvb.com/homepg/index.html> ,
<http://www.visitpabay.com/static/index.cfm?action=group&contentID=10>

Testimonials Privacy, Security components - <http://www.utahvalley.org/>,
<http://www.northofboston.org/>

Inspiration

Games/Entertainment - <http://www.visitwinchesterva.com/>,
<http://www.bismarckmandancvb.com/> , <http://www.doorcounty.com/>
Humor/Cartoon - - <http://www.seeseattle.org/>
Metaphor- <http://www.charlestoncvb.com/>, <http://www.bransonchamber.com/> ,
<http://www.visitwinchesterva.com/>
Narratives
Pictures/Slideshow - <http://www.visitlanecounty.org/index.cfm>

Involvement

Customer Relations - <http://www.hiltonheadisland.org/> (online concierge)
Live Web cam - <http://www.petersburg-va.org/>
Personality – Ellen, <http://www.bracvb.com/> (words and sayings of baton rouge)
Recommendation System - <http://www.visitlasvegas.com/vegas/index.jsp> (my alibi)
Search function - <http://www.visitlasvegas.com/vegas/index.jsp> , <http://www.tnvacation.com/> .
<http://www.anchorage.net/>
Share with your friends (e-card, etc) - <http://www.gulfcoast.org/> , <http://www.doorcounty.com/>
Trip Planner - <http://www.gcvb.com/movie.html> , <http://www.visitlanecounty.org/index.cfm>
Virtual Community
Virtual Tour - *Ellen*

Reciprocity

Brochure, vacation guide
Feedback
Surveys - <http://www.visitcolumbiamo.com/>
Sweepstakes/contests

Ecommerce

E-deals/Online reservations - <http://www.visitcolumbiamo.com/> , <http://onlyinsanfrancisco.com/>
Online merchandising
E-advertising