

Introduction

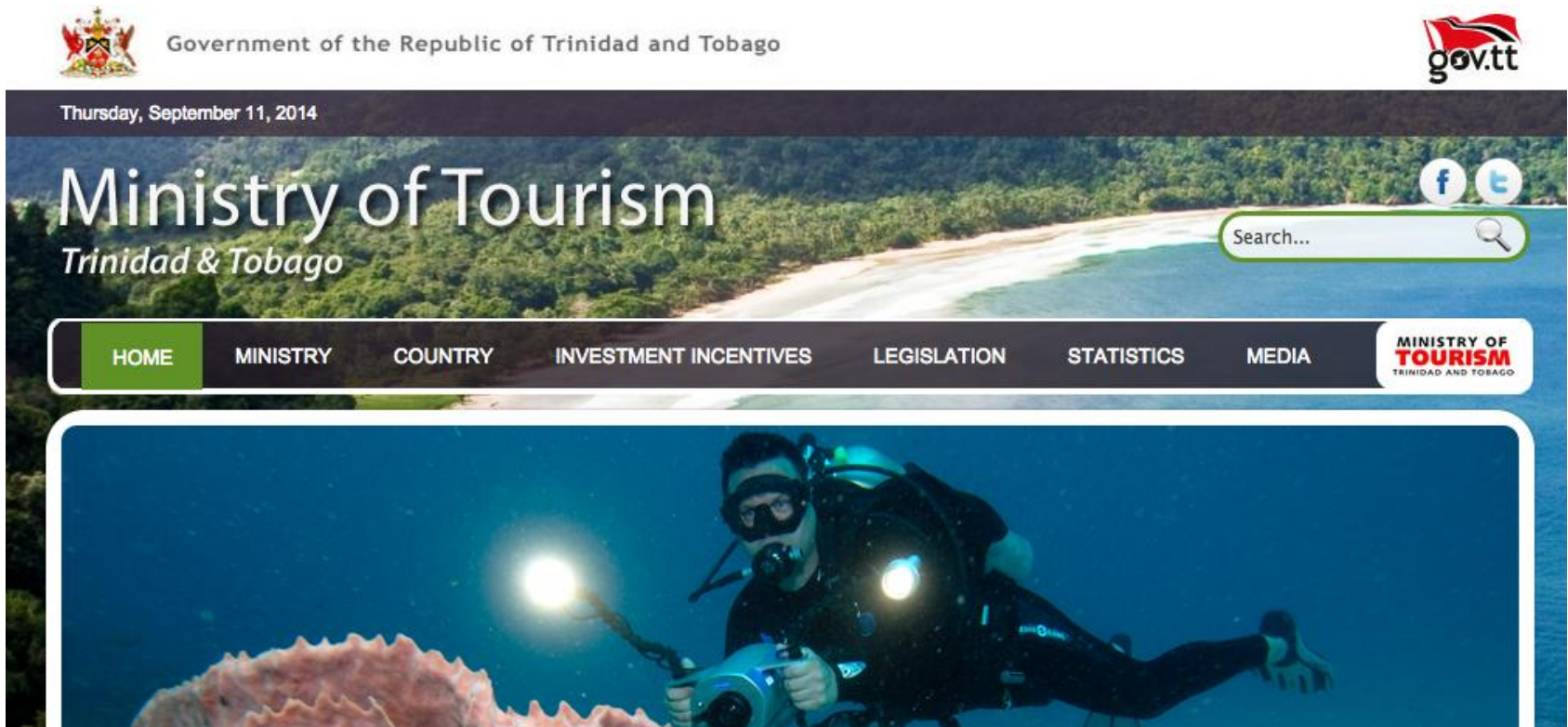
The Ministry of Tourism is the umbrella to several established tourism information sites & therefore needs to be the first stop on any potential visitors' journey when planning a trip to Trinidad & Tobago.

Think of the Ministry of Tourism website as the root of a tall tree. While its branches extend far & move in different directions, for identity's sake, they still need some connection to the root & vice versa.

Let's start by analyzing each individual site and then showcase ways to make them better.

Ministry of Tourism Trinidad & Tobago

Website: <http://www.tourism.gov.tt/>



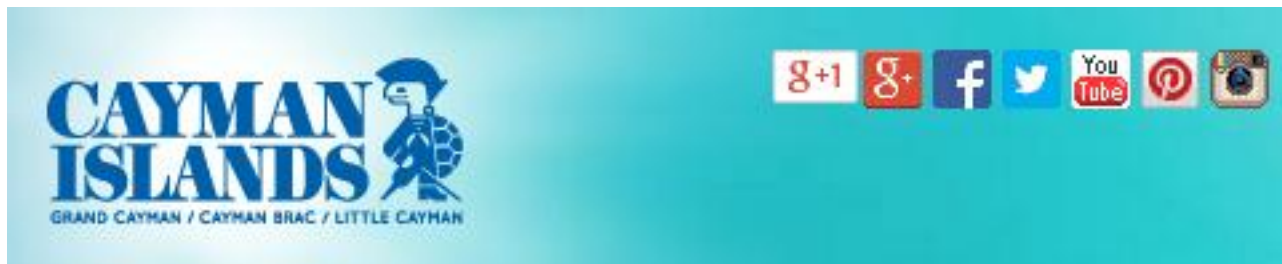
The screenshot shows the homepage of the Ministry of Tourism Trinidad & Tobago. At the top left is the coat of arms of Trinidad and Tobago, followed by the text "Government of the Republic of Trinidad and Tobago". On the top right is the "gov.tt" logo. Below this is a dark grey header bar with the date "Thursday, September 11, 2014". The main content area features a large background image of a tropical beach with a white sand beach and turquoise water. Overlaid on this image is the text "Ministry of Tourism" in a large white font, with "Trinidad & Tobago" in a smaller white font below it. To the right of the text are social media icons for Facebook and Twitter, and a search bar with the text "Search...". Below the main content area is a dark grey navigation bar with the following menu items: "HOME" (highlighted in green), "MINISTRY", "COUNTRY", "INVESTMENT INCENTIVES", "LEGISLATION", "STATISTICS", and "MEDIA". On the far right of the navigation bar is the "MINISTRY OF TOURISM TRINIDAD AND TOBAGO" logo. Below the navigation bar is a large image of a scuba diver underwater, illuminated by a bright light, with a large, pink, spiky object in the foreground.

Website Issues

Social links above search bar missing YouTube icon:



Social icons should be visible on the website at all times & link out to appropriate places like below from <http://www.caymanislands.ky/>

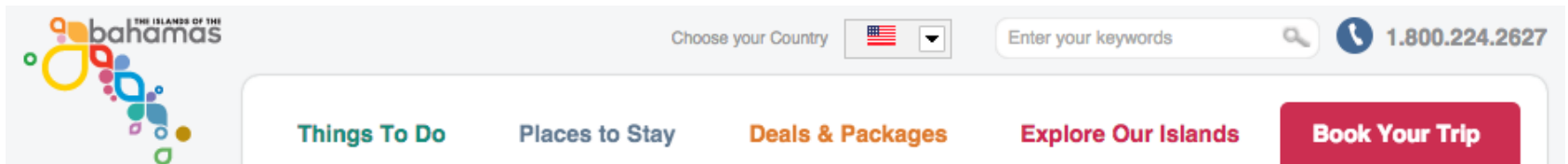


Website Issues

Website menu not optimally organized.



Menu should be simple & straightforward. You want users to click for additional information, not be bombarded with everything at once. Check out the simplicity of the <http://www.bahamas.com/> menu:



Website Issues

Large homepage links lead to pages that have not been updated.



Both the “Media” & “Events” pages take up a lot of real estate but don’t provide any real information.

Suggested Strategy

Turn homepage for website:

<http://www.tourism.gov.tt/> into a point of reference. Link out ONLY to websites/pages that will be continuously updated.

The key with the website is to make it as easy as possible for users to find information. If users are overwhelmed, guess what? They'll go somewhere else!

Plan of Action

- Re-work website menu (and change webpages accordingly)
Ideally it should be listed as follows:
 - Home
 - About
 - You'll add the ministry pages, country, & statistics information under this page
 - Tourism
 - List why someone should visit then link out to websites where they can make that happen (i.e. Travel Tobago)
 - Invest
 - All of the investment incentives information
 - Contact
 - This NEEDS to be very visible for website users at ALL times & not with a large picture of a building.

Plan of Action

- Delete all the current links on the homepage. In the welcome message, the middle section, & the footer.

industry stakeholders. We also help build awareness of the tourism industry. The implementation arm of the ministry is the Tourism Development Company . Information for visitors to Trinidad and Tobago can be found on the website 

 **Media**

Keep up with the Ministry of Tourism by viewing our Press Releases.

[read more](#)

 **CTO**


14th Caribbean Conference on Sustainable Tourism Development Trinidad and Tobago April 15th-18th, 2013

[read more](#)

 **Events**

Follow the Ministry of Tourism. View our Calendar of Events to find out all major and minor events in Trinidad and Tobago.

[read more](#)



Contact Us



THE PACKAGE DEAL



Trinidad and Tobago the T...

Plan of Action

- Replace midsection internal links with external links to the websites where potential visitors can find more information (like those in the footer) & any partners.



Plan of Action

- Replace footer links with contact information like what's found on your "Contact Us" page.

**Levels 8 & 9, Tower C, International Waterfront Complex
1 Wrightson Road,
Port-of-Spain
Trinidad and Tobago**

Tel: 624-1403, 624-3151, 624-4792, 625-0963

Fax: 625-1825, 625-3894

Email: mintourism@tourism.gov.tt, touresearch@tourism.gov.tt

SEO Issues

There are several keywords <http://www.tourism.gov.tt/> should be ranking for but isn't. This is due to a lack of onsite optimization.

The image displays three screenshots of Google search results, illustrating SEO issues for the website <http://www.tourism.gov.tt/>.

Top Left Screenshot: Search query: "about trinidad and tobago". The search results show a top result for "Best All Inclusive Hotels & Tobago" from Expedia, with a 4.2-star rating. Other results include "Trinidad and Tobago - Wikipedia" and "Port of Spain - Demographics of Tr".

Top Right Screenshot: Search query: "events in trinidad and tobago". The search results show a top result for "Trinidad and Tobago - The True Caribbean ... Events/ Trinidad and Tobago" featuring Events, Culture, and Sport.

Bottom Screenshot: Search query: "Investment Incentives Trinidad & Tobago". The search results show a top result for "investTT - Invest in Trinidad & Tobago - Incentives" from www.investt.co.tt, followed by "Tourism Investment Project Incentives - Trinidad and ..." from www.ttconnect.gov.tt, and "Incentives to Invest - Trinidadlaw.com" from www.trinidadlaw.com.

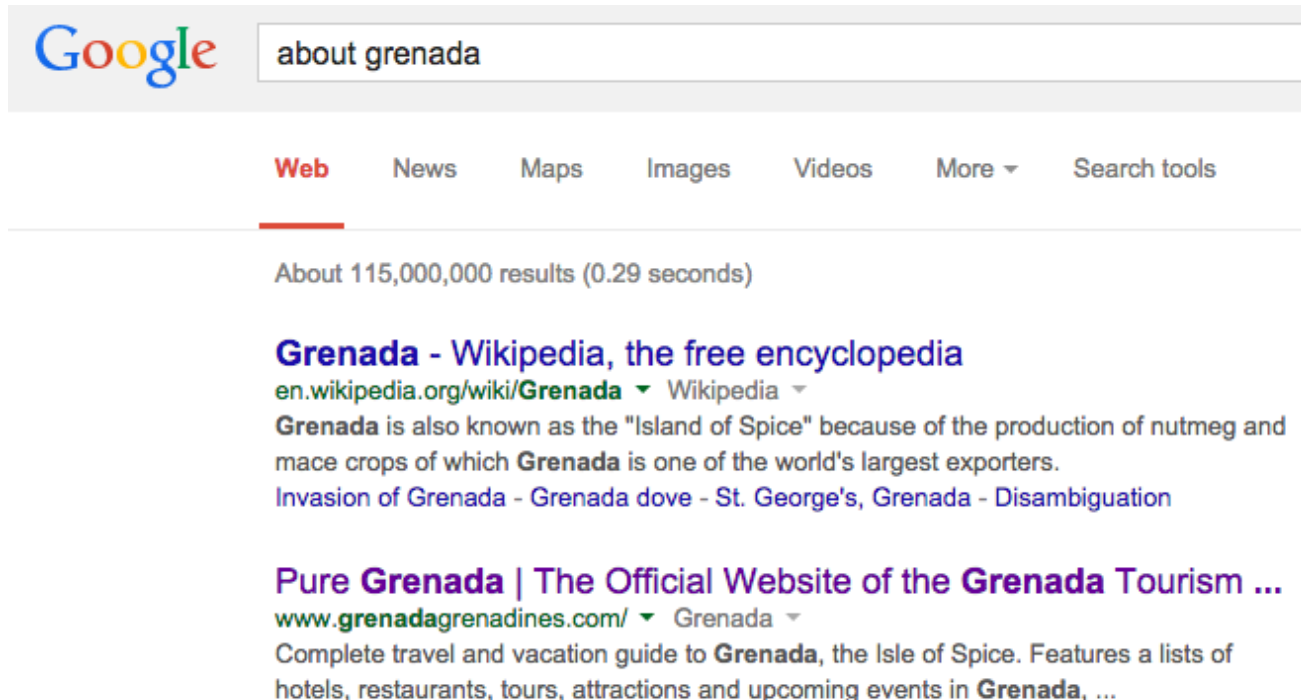
The bottom screenshot also includes a map showing three locations in Trinidad and Tobago: A) Columbus Cir Port of Spain, Trinidad and Tobago (+1 868-637-6966); B) Couva Main Rd Trinidad and Tobago (+1 868-636-7730); and C) Chaguanas Trinidad and Tobago (+1 868-791-4433).

Suggested Strategy

- We will focus on ranking the following keywords:
 - “About Trinidad & Tobago” which will be featured on:
<http://www.tourism.gov.tt/Country/AboutTrinidadandTobago>
 - “Events in Trinidad & Tobago” which will be featured on your new & improved “Events” page:
<http://www.tourism.gov.tt/Media/CalendarofEvents>
 - “Investment Incentives Trinidad & Tobago” which will be featured on:
<http://www.tourism.gov.tt/InvestmentIncentives>

Plan of Action

Each page will be revamped with updated content & optimized for the appropriate keyword so it shows up higher in search engines. Check out the placement of Grenada tourism website when “about Grenada” is typed into Google’s search bar...number 2, not bad!



The image shows a screenshot of a Google search interface. The search bar contains the text "about grenada". Below the search bar, there are navigation links for "Web", "News", "Maps", "Images", "Videos", "More", and "Search tools". The search results are displayed below, showing "About 115,000,000 results (0.29 seconds)". The first result is "Grenada - Wikipedia, the free encyclopedia" with the URL "en.wikipedia.org/wiki/Grenada". The second result is "Pure Grenada | The Official Website of the Grenada Tourism ..." with the URL "www.grenadagrenadines.com/".

Google

about grenada

Web News Maps Images Videos More Search tools

About 115,000,000 results (0.29 seconds)

Grenada - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Grenada Wikipedia

Grenada is also known as the "Island of Spice" because of the production of nutmeg and mace crops of which Grenada is one of the world's largest exporters.
Invasion of Grenada - Grenada dove - St. George's, Grenada - Disambiguation

Pure Grenada | The Official Website of the Grenada Tourism ...
www.grenadagrenadines.com/ Grenada

Complete travel and vacation guide to Grenada, the Isle of Spice. Features a lists of hotels, restaurants, tours, attractions and upcoming events in Grenada, ...

Social Media Issues

- All of these social media sites represent the Ministry of Tourism yet 2/3 of the URLs fail to match the website or each other:
 - <https://www.facebook.com/TrinidadandTobago50th>
 - <https://twitter.com/TourismTT>
 - http://www.youtube.com/channel/UCyRgRg_Go2Cc8naX1Y4xfOw
- There is no cohesive link that in design or in overall vision back to the Ministry of Tourism website.
- Updates are few & far between & leave little room for interest or interaction.
- Fan & follower counts are incredibly low

Suggested Strategy

Since your ultimate goal is to show potential visitors the beauty of Trinidad & Tobago, we want to change the Social Media strategy to reflect that. From now on, images will be the primary focal point to push your digital marketing forward.



Plan of Action

- Customize your YouTube URL to “TourismTT” like your Twitter. Facebook will be the odd man out here.
- Create a 140 character tagline to be used in each social media site description.
- Update profile picture in each site with HQ logo
- Since your strategy is now image based, add Pinterest & Instagram pages. URLs should also be “TourismTT”.
- Gather images of Trinidad & Tobago from around the web or commission a photographer to take pictures of local attractions for future posting.
- Post at least once daily for with the exception of YouTube where posting can be weekly or bi-weekly.

Branch Websites

Earlier I said the websites you own should be like branches extending from your root website:

<http://www.tourism.gov.tt/>

Let's discover how to connect these websites to each other while still maintaining unique identities.

Branch Websites

The Trinidad & Tobago Hospitality & Tourism Institute

<http://www.hospitalitytnt.com/>

Caribbean Tourism Organization

<http://www.onecaribbean.org/>

National Carnival Commission

<http://www.ncctt.org/new/>

Travel Tobago

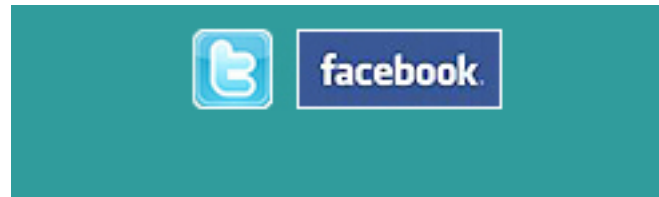
<http://www.visittobago.gov.tt/>

Trinidad & Tobago Tourism Development Company

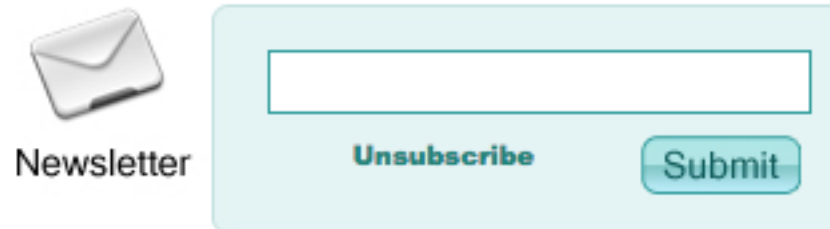
<http://www.tdc.co.tt/>

TTHTI Website

Social Icons in footer. Should be added to top menu/navigation:



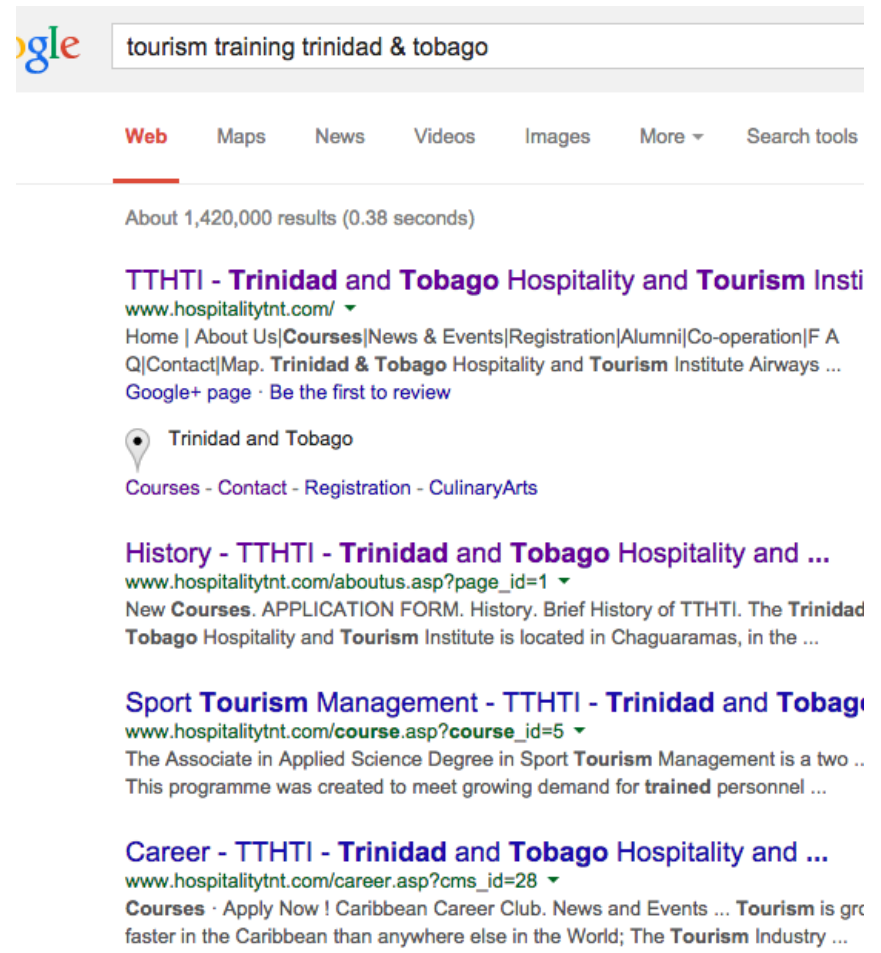
Newsletter just above footer. Should be in right menu bar or top menu/navigation:



TTHTI SEO

SEO is great for TTHTI you are ranking high for the following keywords:

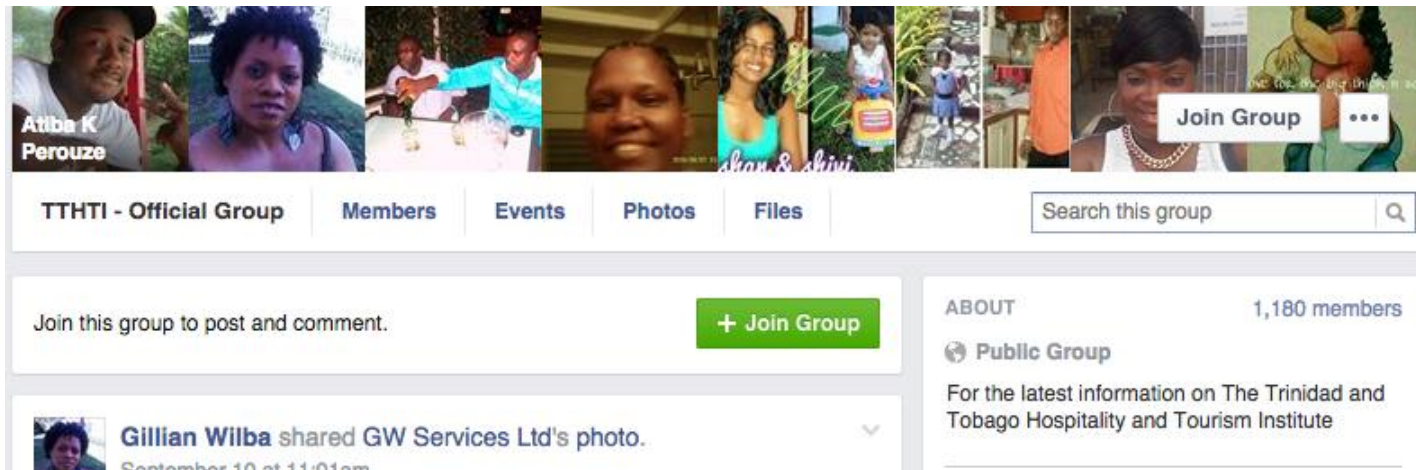
- Tourism training T&T
- Tourism education T&T
- Tourism careers T&T
- Tourism jobs T&T



The image shows a Google search interface. The search bar contains the text "tourism training trinidad & tobago". Below the search bar, there are navigation tabs for "Web", "Maps", "News", "Videos", "Images", "More", and "Search tools". The "Web" tab is selected. The search results show "About 1,420,000 results (0.38 seconds)". The first result is titled "TTHTI - Trinidad and Tobago Hospitality and Tourism Insti" with the URL "www.hospitalitytnt.com/". Below the title is a navigation menu: "Home | About Us|Courses|News & Events|Registration|Alumni|Co-operation|F A Q|Contact|Map. Trinidad & Tobago Hospitality and Tourism Institute Airways ...". There is a "Google+ page" link and a "Be the first to review" link. Below the title is a location pin icon for "Trinidad and Tobago" and a link "Courses - Contact - Registration - CulinaryArts". The second result is titled "History - TTHTI - Trinidad and Tobago Hospitality and ..." with the URL "www.hospitalitytnt.com/aboutus.asp?page_id=1". The snippet reads: "New Courses. APPLICATION FORM. History. Brief History of TTHTI. The Trinidad Tobago Hospitality and Tourism Institute is located in Chagaramas, in the ...". The third result is titled "Sport Tourism Management - TTHTI - Trinidad and Tobago" with the URL "www.hospitalitytnt.com/course.asp?course_id=5". The snippet reads: "The Associate in Applied Science Degree in Sport Tourism Management is a two .. This programme was created to meet growing demand for trained personnel ...". The fourth result is titled "Career - TTHTI - Trinidad and Tobago Hospitality and ..." with the URL "www.hospitalitytnt.com/career.asp?cms_id=28". The snippet reads: "Courses · Apply Now ! Caribbean Career Club. News and Events ... Tourism is grc faster in the Caribbean than anywhere else in the World; The Tourism Industry ...".

TTHTI Social Media

Facebook group is great but needs more community outreach. Consider using the Ministry of Tourism Facebook page for cross promotion.



Utilize Twitter for younger, local audience. Post about interesting careers. Post Twitter URL in Facebook group and suggest that members follow for more information.

CTO Website

Boasts clear menu area, visible social icons & notable calls to action.

The screenshot displays the website's navigation and promotional elements. At the top, a blue header bar contains links for 'Join CTO', 'About CTO', 'Contact', 'Members Lists', and 'Subscribe', along with a 'Select Language' dropdown and social media icons for Facebook, Twitter, and YouTube, with a 'MEMBER LOG IN' link. Below this, the 'Caribbean Tourism Organization' logo and name are on the left, and a horizontal menu with 'Home', 'Statistics', 'Our Work', 'Resources', 'Media', 'Events', and 'Careers' is on the right. The main content area features a blue banner with the text 'THE CARIBBEAN - DESTINATION BY DESTINATION' and the 'CARIBBEAN' logo. To the right of the logo is a photograph of a sailboat on the ocean. Further right, the text 'Caribbean Travel Guides' is displayed, followed by the subtext 'With more than 7,000 islands, islets, reefs, cays and countries, covering French,'.

CTO SEO

Ranking #1 after ads for “Caribbean Tourism”



The image shows a Google search interface. The search bar contains the text "Caribbean Tourism". Below the search bar, there are navigation tabs for "Web", "News", "Images", "Videos", "Maps", "More", and "Search tools". The "Web" tab is selected and highlighted with a red underline. Below the tabs, the search results are displayed. The first result is an advertisement for "Caribbean Vacation - Official Site of the Cayman Islands" with a yellow "Ad" label and a link to "www.caymanislands.ky/". The second result is a section titled "Scholarly articles for Caribbean Tourism" with three sub-entries: "case studies from the Commonwealth Caribbean" (cited by 99), "Tourism penetration index in small Caribbean islands" (cited by 109), and "Tourism and food production in the Caribbean" (cited by 133). The third result is "Caribbean Tourism Organization" with a link to "www.onecaribbean.org/" and a brief description of the organization's mission.

Google Caribbean Tourism

Web News Images Videos Maps More Search tools

About 2,250,000 results (0.38 seconds)

Caribbean Vacation - Official Site of the Cayman Islands ⓘ
Ad www.caymanislands.ky/ ▾
Beaches, Golf, Watersports & More
Cayman Cookout - Family Vacations - Dive Cayman - Weddings & Honeymoons

Scholarly articles for Caribbean Tourism
... : case studies from the Commonwealth **Caribbean**. - [Wilkinson](#) - Cited by 99
Tourism penetration index in small **Caribbean** islands - [McElroy](#) - Cited by 109
Tourism and food production in the **Caribbean** - [Belisle](#) - Cited by 133

Caribbean Tourism Organization
www.onecaribbean.org/ ▾
CTO is a trade organization whose main objective is the development of sustainable **tourism** for the economic and social benefit of **Caribbean** people.
[Statistics](#) - [Careers](#) - [About CTO](#) - [Contact](#)

CTO Social Media

Facebook & Twitter pages only have promotional updates for the CTO conference.

No cross promotion from YouTube to Facebook or Twitter. Videos should be regularly posted on every platform.

No mention of LinkedIn or Google+ pages on website nor are there any active links.

NCC Website

“Event” links not foreigner friendly. When people search for Carnival the main thing they want to know is “How can I travel there?” & “How much does it cost?”

Event links show neither.



Carnival Events 2015



Published on Thursday, 14 August 2014 12:01

Event	Venue	Date	Time
Launch of Regional Carnival	Barrackpore Recreation Grounds	Sat. 22 Nov. 2014	2:00p.m.
"Entertainers All Inclusive Event"	TBC	Thu. 01 Jan. 2015	
Calyptonians Welfare Fundraiser			
Tobago Region National Single Pan Preliminaries	Buccoo Integrated Facility, Buccoo, Tobago	Thu. 15 Jan. 2015	7:00p.m.

NCC SEO

Not ranking in top spots for “Carnival T&T” due to lack of on-site SEO.



The image is a screenshot of a Google search results page. At the top left is the Google logo. To its right is a search bar containing the text "carnival trinidad & tobago". Below the search bar are navigation tabs: "Web" (highlighted with a red underline), "Images", "Videos", "Maps", "News", "More" (with a dropdown arrow), and "Search tools". Below the tabs, it says "About 1,890,000 results (0.32 seconds)". The first search result is titled "Carnival - Trinidad and Tobago - The True Caribbean ..." with a green URL "www.gostrinidadandtobago.com/trinidad/carnival/" and a dropdown arrow. The snippet below the title reads: "Trinidad and Tobago ▾ To learn more about Trinidad and Tobago's Carnival and find information on shows, music, activities and events, see the links below. Trinidad & Tobago Music". The second search result is titled "Carnival Dates - Trinidad and Tobago - The True Caribbean..." with a green URL "www.gostrinidadandtobago.com/.../carnival-dates/" and a dropdown arrow. The snippet below the title reads: "Trinidad and Tobago ▾ Trinidad and Tobago Carnival Dates from 2010 - 2020. Time: Venue: Trinidad and Tobago. 2010 - February 15th & 16th 2011 - March 7th & 8th 2012 - February ...".

Google

carnival trinidad & tobago

Web Images Videos Maps News More ▾ Search tools

About 1,890,000 results (0.32 seconds)

Carnival - Trinidad and Tobago - The True Caribbean ...
www.gostrinidadandtobago.com/trinidad/carnival/ ▾ Trinidad and Tobago ▾
To learn more about **Trinidad** and **Tobago's Carnival** and find information on shows, music, activities and events, see the links below. **Trinidad & Tobago Music**

Carnival Dates - Trinidad and Tobago - The True Caribbean...
www.gostrinidadandtobago.com/.../carnival-dates/ ▾ Trinidad and Tobago ▾
Trinidad and **Tobago Carnival** Dates from 2010 - 2020. Time: Venue: **Trinidad** and **Tobago**. 2010 - February 15th & 16th 2011 - March 7th & 8th 2012 - February ...

NCC Social Media

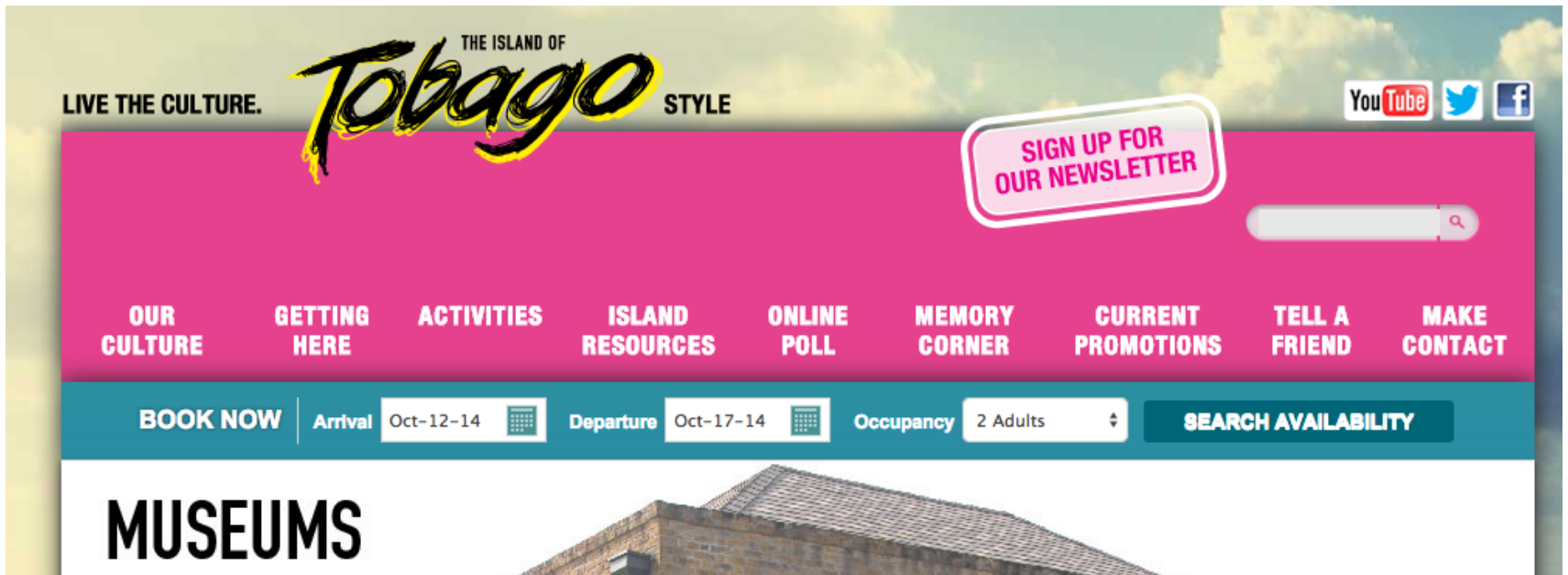
Although the Facebook page boasts a solid mix of history, current news, & fun pictures, Twitter is nothing but text updates.

There is no cross promotion from Instagram to Facebook or Twitter.

No interaction with fans or followers.

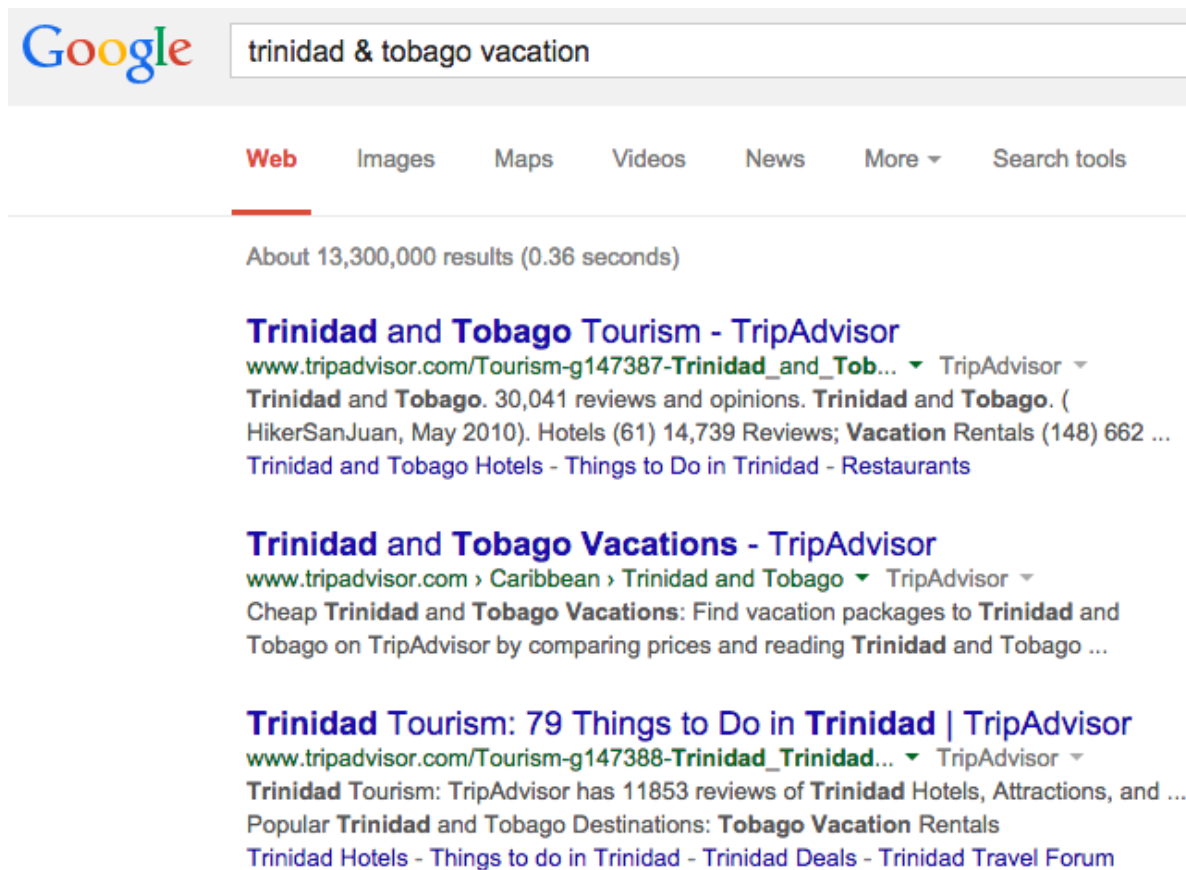
TT Website Issues

Clear & colorful but has a lack to text necessary for on-site SEO.



TT SEO

Missing several ranking opportunities due to lack of on-site SEO.



Google

trinidad & tobago vacation

Web Images Maps Videos News More ▾ Search tools

About 13,300,000 results (0.36 seconds)

Trinidad and Tobago Tourism - TripAdvisor
www.tripadvisor.com/Tourism-g147387-Trinidad_and_Tobago ▾ TripAdvisor ▾
Trinidad and Tobago. 30,041 reviews and opinions. Trinidad and Tobago. (HikerSanJuan, May 2010). Hotels (61) 14,739 Reviews; Vacation Rentals (148) 662 ...
Trinidad and Tobago Hotels - Things to Do in Trinidad - Restaurants

Trinidad and Tobago Vacations - TripAdvisor
www.tripadvisor.com ▾ Caribbean ▾ Trinidad and Tobago ▾ TripAdvisor ▾
Cheap Trinidad and Tobago Vacations: Find vacation packages to Trinidad and Tobago on TripAdvisor by comparing prices and reading Trinidad and Tobago ...

Trinidad Tourism: 79 Things to Do in Trinidad | TripAdvisor
www.tripadvisor.com/Tourism-g147388-Trinidad_Trinidad ▾ TripAdvisor ▾
Trinidad Tourism: TripAdvisor has 11853 reviews of Trinidad Hotels, Attractions, and ...
Popular Trinidad and Tobago Destinations: Tobago Vacation Rentals
Trinidad Hotels - Things to do in Trinidad - Trinidad Deals - Trinidad Travel Forum

TT Social Media

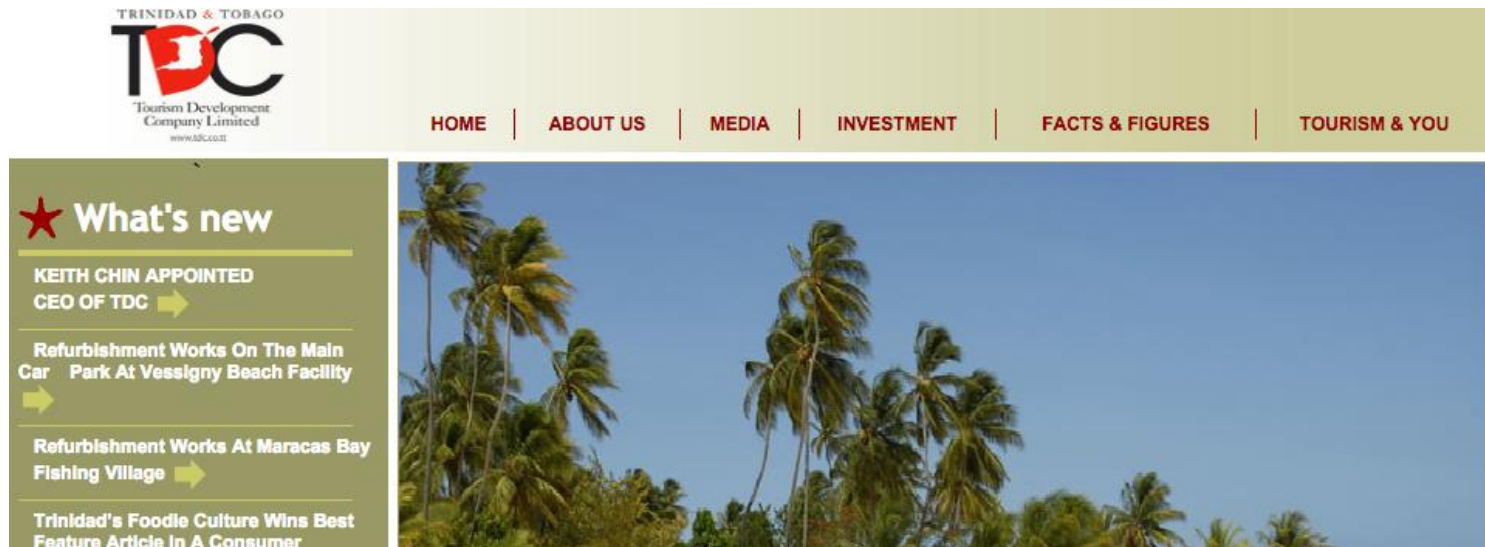
Too few picture posts (particularly on Twitter)

The photos that are posted are not optimal size for viewing.

No cross promotion from YouTube to Facebook or Twitter.

TDC Website Issues

Outdated design. Use this page as a blog for the latest news instead of using pictures as the focal point of the page.

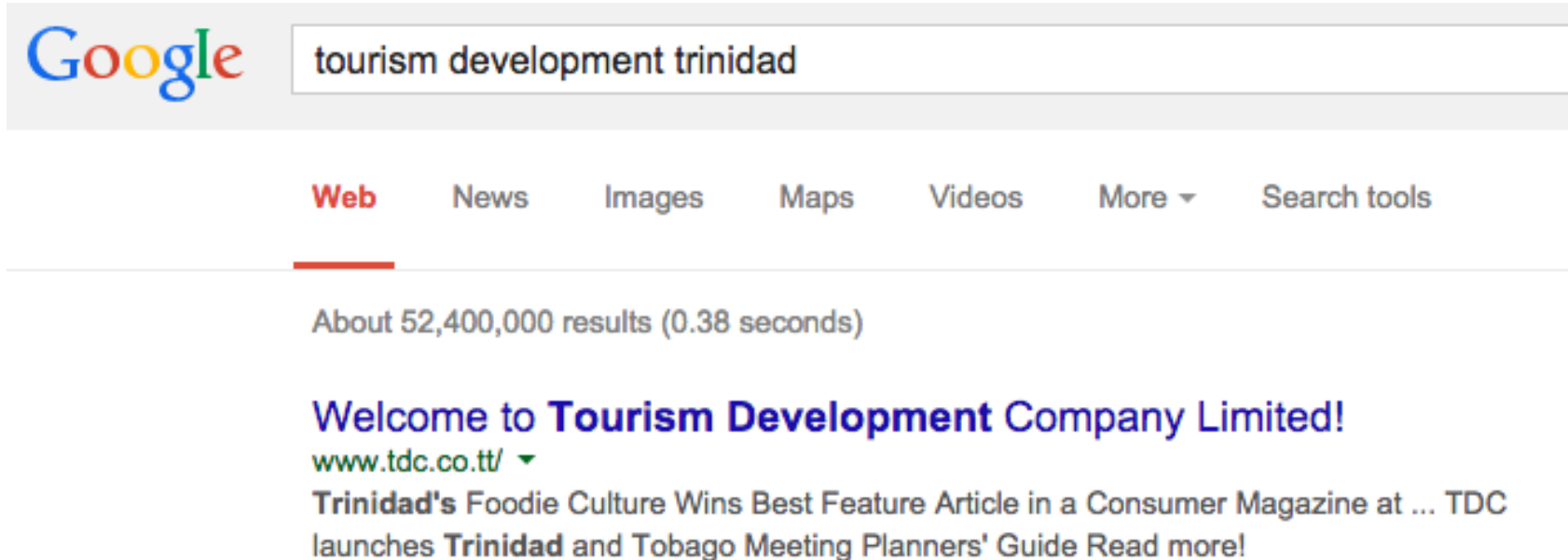


Facebook link in footer instead of in top menu or header



TDC SEO

Ranking #1 for “tourism development T&T”



The image shows a Google search interface. The search bar contains the text "tourism development trinidad". Below the search bar, there are navigation links for "Web", "News", "Images", "Maps", "Videos", "More", and "Search tools". The "Web" link is highlighted with a red underline. Below the navigation links, the search results are displayed. The first result is "Welcome to Tourism Development Company Limited!" with the URL "www.tdc.co.tt/". The snippet for this result reads: "Trinidad's Foodie Culture Wins Best Feature Article in a Consumer Magazine at ... TDC launches Trinidad and Tobago Meeting Planners' Guide Read more!"

Google

tourism development trinidad

Web News Images Maps Videos More Search tools

About 52,400,000 results (0.38 seconds)

Welcome to Tourism Development Company Limited!
www.tdc.co.tt/

Trinidad's Foodie Culture Wins Best Feature Article in a Consumer Magazine at ... TDC launches Trinidad and Tobago Meeting Planners' Guide Read more!

TDC Social Media

Facebook page has over 19,000 fans yet has nothing to do with actual tourism development. No news, updates, nothing.



The image shows a screenshot of a Facebook page for "Islands of Trinidad and Tobago". The profile picture shows a man and a woman wading in a river. The cover photo is a lush green landscape with a waterfall. The page has 19,614 likes. A recent post from "Islands of Trinidad and Tobago" shared a link about an island hike on Sunday 14th September, 2014, in Valencia. The link is <http://islandhikers.com/island-hikers/cuare-road-falls-valencia/>.

Islands of Trinidad and Tobago
Travel/Leisure

Timeline | About | Photos | Likes | More ▾

PEOPLE >

19,614 likes

ABOUT >

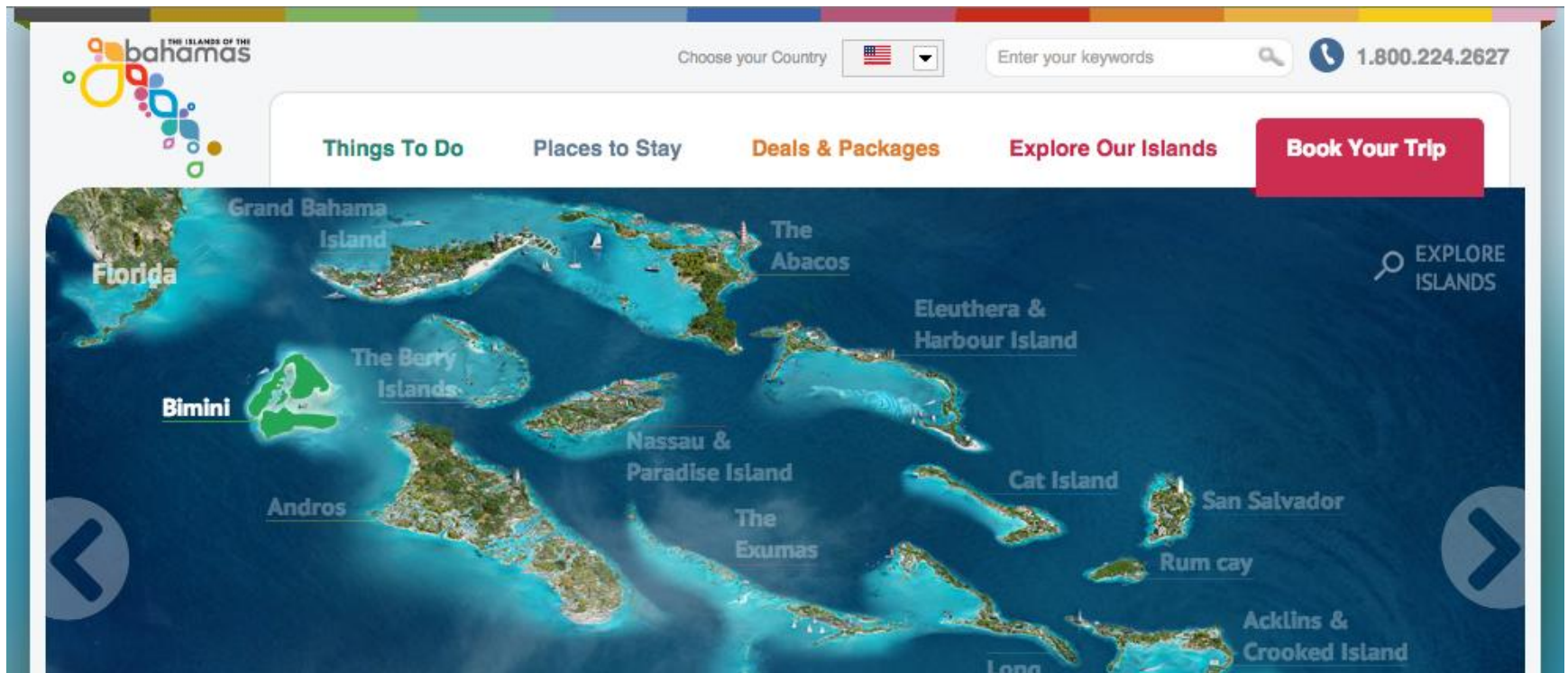
Trinidad & Tobago is located in the southeastern region of the Caribbean. With its

Islands of Trinidad and Tobago shared a link.
16 minutes ago

On Sunday 14th September, 2014, Island Hikers will explore the Quare River in Valencia. See the link below to learn how you can be a part of this adventure!

<http://islandhikers.com/island-hikers/cuare-road-falls-valencia/>

Competitive Analysis: The Bahamas



What The Bahamas is doing right...

“About the Bahamas” keyword pulls up the website, address & phone number for the Ministry of Tourism for easy access.

The image shows a Google search interface for the query "about the bahamas". The search bar at the top contains the text "about the bahamas" and a search button. Below the search bar, there are navigation tabs for "Web", "News", "Images", "Maps", "Videos", "More", and "Search tools". The search results show "About 293,000,000 results (0.22 seconds)".

The first result is an advertisement for "About The Bahamas - NassauParadiselsland.com" with the URL "www.nassauparadiselsland.com/". The ad text says "Check Out Our Travel Deals for Fantastic Hotel and Resort Specials" and "Nassau Paradise Island has 112 followers on Google+". There are two columns of links: "Book Your Vacation" and "Travel and Hotel Deals" on the left, and "All-Inclusive Resorts" and "Bahamas Activities" on the right.

The second result is "The Official Site of The Bahamas | It's Better In The Bahamas" with the URL "www.bahamas.com/". The text describes it as "The official Ministry of Tourism site. Everything you need to know, with a very active discussion board for more questions." It includes a "Google+ page" link and "Be the first to review" button. The address is "Greater Chippingham, Nassau, Bahamas" with the phone number "+1 242-302-2000". There are links for "Deals & Packages", "Places to Stay", and "Things to do".

Below the search results is a "News for about the bahamas" section with a thumbnail image and the headline "Storm brewing off Florida coast, moving slowly across tip of ...".

On the right side of the search results, there is a knowledge panel for the "Ministry of Tourism". It features a "See photos" button and a map showing the location of the Ministry of Public Works & Transport on F Kennedy Drive. The panel includes the following information:

- Ministry of Tourism**
- Directions** and **Be the first to review** buttons
- Address:** Greater Chippingham, Nassau, Bahamas
- Phone:** +1 242-302-2000
- Hours:** Closed now · Hours
- Reviews** section with **Be the first to review** button

Competitive Analysis: Cayman Islands

The image shows the top section of the Cayman Islands website. The header is teal and contains the following elements from left to right: the Cayman Islands logo with the text 'CAYMAN ISLANDS' and 'GRAND CAYMAN / CAYMAN BRAC / LITTLE CAYMAN' below it; a row of social media icons for Google+, Facebook, Twitter, YouTube, and Instagram; a 'Select Language' dropdown menu; a search bar with a magnifying glass icon; and two award logos: 'WORLD'S FRIENDLIEST COUNTRY' by Forbes and '2014 TRAVELLERS' CHOICE'.

Below the header is a blue button that says 'BOOK YOUR GETAWAY'. To the right of the button, the current temperature is displayed as 'TEMPERATURE 84° F / 29° C'.

On the left side of the page, there is a vertical navigation menu with the following items: 'ABOUT CAYMAN', 'ACTIVITIES', 'ASK A LOCAL', 'DESTINATION WEDDINGS', 'EVENTS & OFFERS', 'FAMILY', 'PLAN A TRIP', 'ON THE WALL', 'WHERE TO STAY & EAT', and 'WHO YOU FA'.

The main content area features a large photograph of a waterfront resort with colorful buildings and a boat docked. Below the photo, the text reads: 'ABOUT CAYMAN' followed by 'Grand Cayman is the largest island in the Cayman Islands.'

What Cayman Islands is doing right...

Matching branded logos, designs, & colors blend Social Media & website together seamlessly.



Competitive Analysis: Grenada

[Upcoming Events](#) | [Press Center](#) | [Contact Us](#)

About the Islands

Learn about Grenada

Explore

Things to see and do



Plan

Let's do this

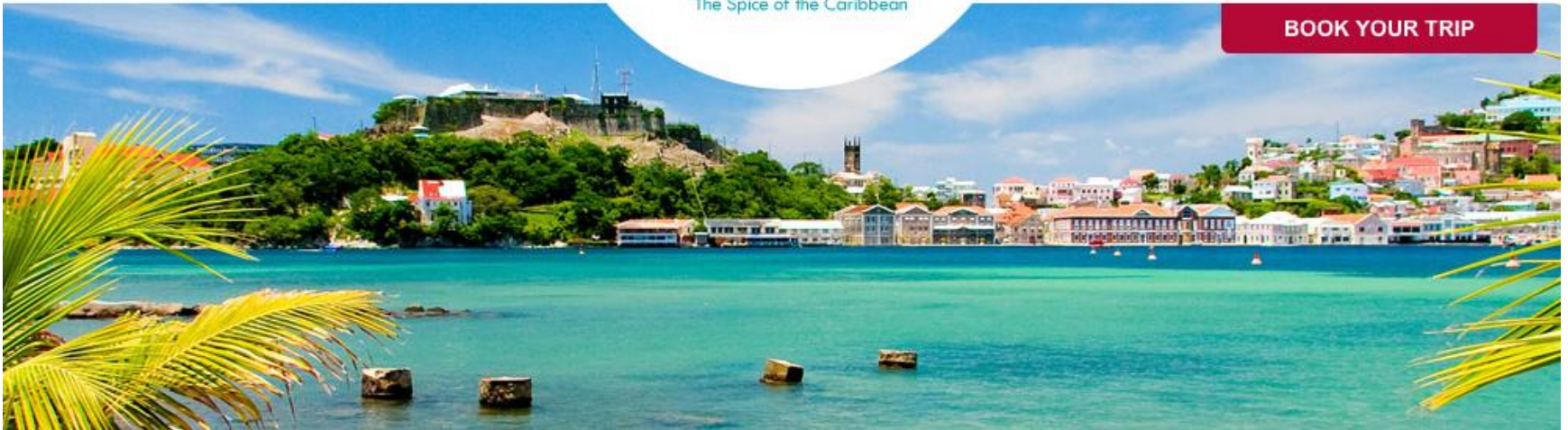
Blog

Island Buzz

Deals

Vacation for less

BOOK YOUR TRIP



What Grenada is doing right...

Website menu is simple & clean with more complex information being delegated to subpages.

The image shows a screenshot of the Pure Grenada website. At the top right, there are links for "Upcoming Events", "Press Center", and "Contact Us". The main navigation menu is centered and includes "Explore" (Things to see and do), "Plan" (Let's do this), "Blog" (Island Buzz), and "Deals" (Vacation for less). The "PURE GRENADA" logo is prominently displayed in the center, with the tagline "The Spice of the Caribbean" below it. Below the navigation menu, there are five main content categories: "Discover Grenada", "Discover Carriacou", "Useful Information", "Maps & directions", and "Photos & videos". Each category has a representative image and a short description. To the right of these categories is a "BOOK YOUR TRIP" section with a large image of a coastal town.

Upcoming Events | Press Center | Contact Us

About the Islands
Learn about Grenada

Explore
Things to see and do

Plan
Let's do this

Blog
Island Buzz

Deals
Vacation for less

PURE GRENADA
The Spice of the Caribbean

Discover Grenada
Discover the Spice Islands of the Caribbean: Grenada, Carriacou and Petite Martinique.

Discover Carriacou
Discover the Caribbean's Cradle of Culture. Discover Carriacou and Petite Martinique.

Useful Information
Here's frequently asked questions to help make the most of your Spice experience.

Maps & directions
Although getting around is quite easy, use our interactive map to plan your Spice adventures.

Photos & videos
While it can't be compared to the actual experience, here's some favorite photos and videos.

BOOK YOUR TRIP

Inspiration: State of New Mexico

NEW MEXICO *True*

**TRUE
ADVENTURES**

**STAY
HERE**

**DINING &
ENTERTAINMENT**

**EXPLORE
NEW MEXICO**

**TRIP
PLANNING**

TRUE NEW MEXICO CULTURE

 *Some of the New Mexico's most unique events involve its undeniable culture.*

[SEE MORE](#)



What New Mexico is doing right...

Big links on the New Mexico tourism website are reserved for important tourism guides which can be downloaded to smart phones, iPads, & computers.

✪ **START PLANNING YOUR TRIP TODAY!** ✪



NEW MEXICO *True*
Adventure that Feeds the Soul.
Order A Vacation Guide Today!

Inspiration: State of Kansas

The image shows the top section of the TravelKS.com website. At the top left, the slogan "There's no place like Kansas" is displayed in white and yellow text. To the right, there is a "Book Your Stay" section with "Check In" and "Check Out" fields and a "Find a Room" button. Below this is a search bar with "explore Kansas..." and a magnifying glass icon, along with social media icons for Facebook, Twitter, and RSS. A navigation bar contains links for "Plan Your Trip", "Calendar of Events", "Things To Do", "Dining", "Lodging", "Shopping", and "International Visitors". The main banner features a sunset over a field. Below the banner are three promotional boxes: "Digital Travel Guide" with a book cover image, "Kansas Coupons" with a coupon icon, and "Yellow Brick Road Trips" with a road sign image. A "TravelKS.com Kansas" logo is in the bottom right corner.

There's no place like
Kansas

Book Your Stay
Check In Check Out [Find a Room](#)

[f](#) [t](#) [RSS](#) explore Kansas...

[Blog](#) [E-News](#) [Contact Us](#) [Maps/Directions](#)

[Plan Your Trip](#) [Calendar of Events](#) [Things To Do](#) [Dining](#) [Lodging](#) [Shopping](#) [International Visitors](#)

Digital Travel Guide
Click here to view the digital version of the 2014 Travel Guide [Read More](#)

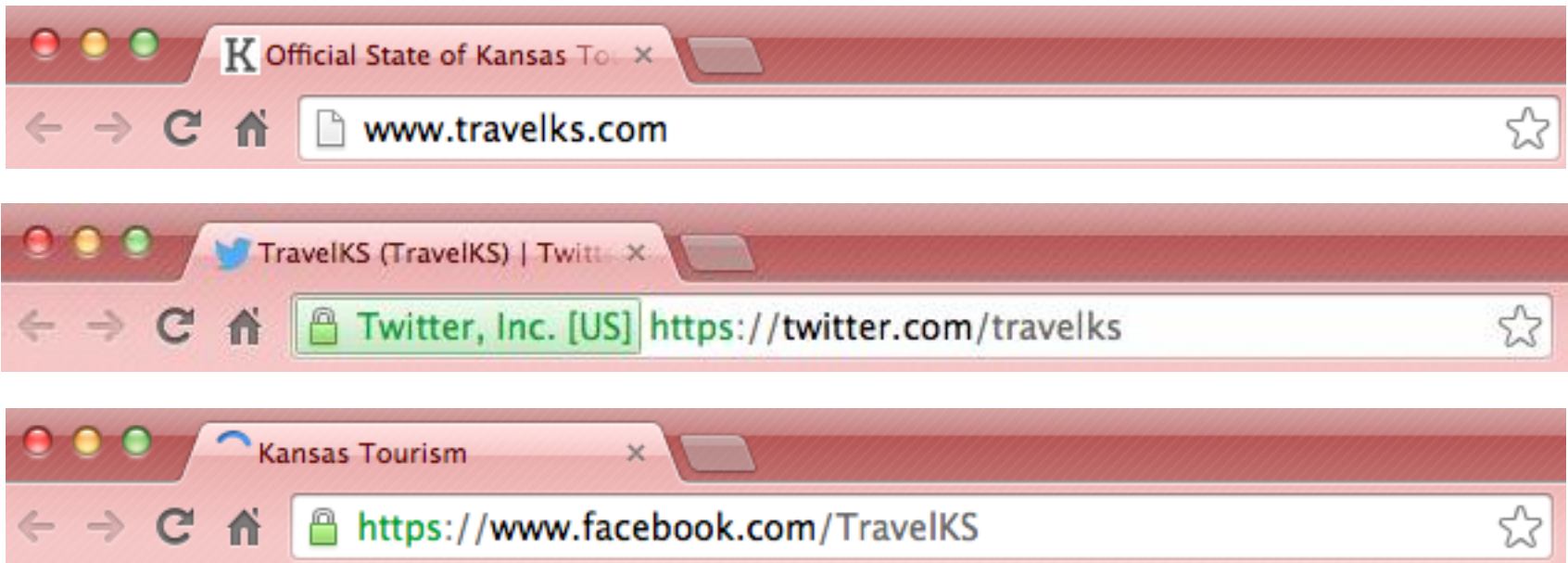
Kansas Coupons
Cash in on these valuable coupons, special offers and discounts [Read More](#)

Yellow Brick Road Trips
Follow one of these Yellow Brick Road Trips [Read More](#)

TravelKS.com
Kansas

What Kansas is doing right...

URLs of all Social Media matches the URL of the website so there is no question of connection.



Inspiration: State of New York

The image shows a screenshot of the NYC Official Guide website. At the top left is the logo for NYC, with the text "The Official Guide" and "nycgo.com" below it. A navigation bar contains links for "Meeting Planners", "Membership", "Press", and "Travel Trade", along with social media icons for Facebook, Twitter, Tumblr, Pinterest, Instagram, and Email. To the right of these icons are a "My Favorites (0)" button and a search bar. Below the navigation bar is a blue header with menu items: "must-see", "things to do", "where to stay", "visitor info", "deals", and "broadway". The main content area features a large, vibrant banner for "21 FOR BROADWAY WEEK". The number "21" is large and white, with "FOR" written vertically in white between the "2" and "1". "BROADWAY WEEK" is written in large, bold, yellow letters. Below this, "SEPT 1-14" is displayed in white text on a red rectangular background. At the bottom of the banner, "BUY TICKETS NOW" is written in red text on a white rectangular background. The background of the banner is a blue and black geometric pattern with orange and yellow rays emanating from the center. On the left and right sides of the banner, there are white circular arrows pointing left and right, indicating a carousel of images.

NYC
The Official Guide
nycgo.com

Meeting Planners Membership Press Travel Trade

f t p i e

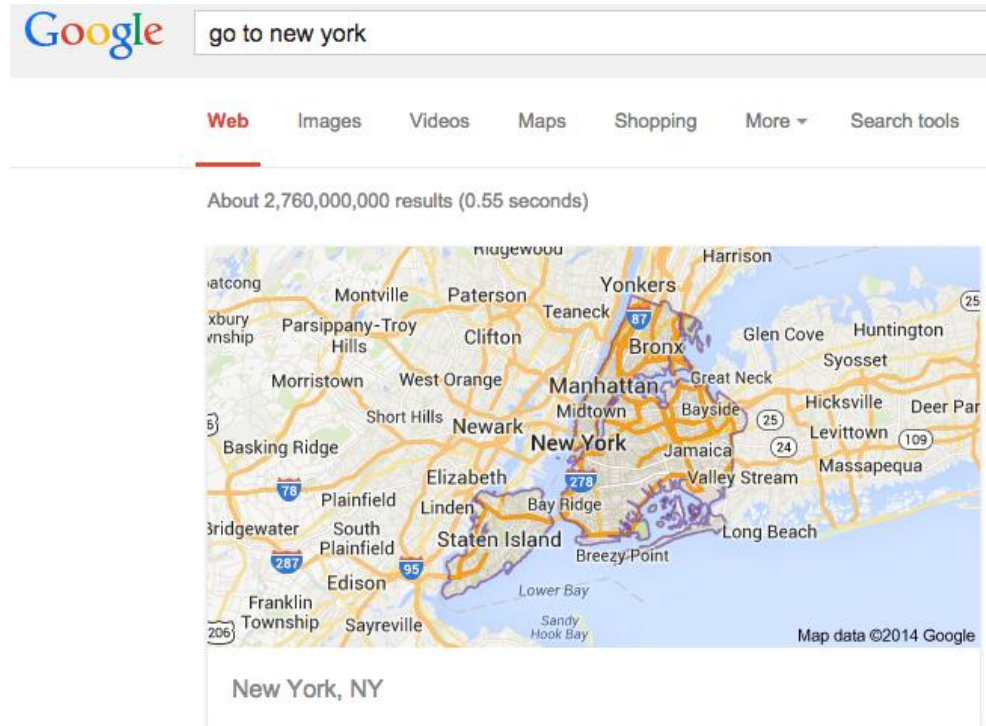
My Favorites (0) Search:

must-see things to do where to stay visitor info deals **broadway**

21 FOR BROADWAY WEEK
SEPT 1-14
BUY TICKETS NOW

What New York is doing right...

Aggressive SEO means this website ranks in top 5 position for **EVERY** tourism related keyword despite tough competition.



The Official **New York** City Guide to NYC Attractions, Dining ...

www.nycgo.com/ ▾ New York City ▾

Visit NYCgo for official NYC information on travel, hotels, deals and offers like Restaurant Week, and the best restaurants, shops, clubs and cultural events.

[Must-See NYC - NYC Restaurant Week - Events - Tours and Attractions](#)

Inspiration: State of California



[Sign In](#) | [Sign Up](#) | [United States](#) ▼



[My Trip](#)



[Visitor's Guide](#)

[SEARCH](#)

[Life In California](#)

[Destinations](#)

[Things To Do](#)

[Travel Tools](#)

[Deals](#)



What California is doing right...

Asks questions to promote engagement with fans across Social Media. Posts are almost always open ended.



Visit California shared a link.
6 hours ago



Celebrate California Wine Month all September! What California winery do you consider a must? <http://bit.ly/1naFLZC>



California Wine Month
www.visitcalifornia.com

Harvest is in full swing and win activity as we celebrate California September. Wine is an essential California lifestyle and it shows

Like · Comment · Share · Buffer

👍 128 people like this.



Sheri Burlock In Temecula try Lorimar Winery and Dofo Winery. They both provide a nice area for wine tasting with your picnic basket you bring from home.

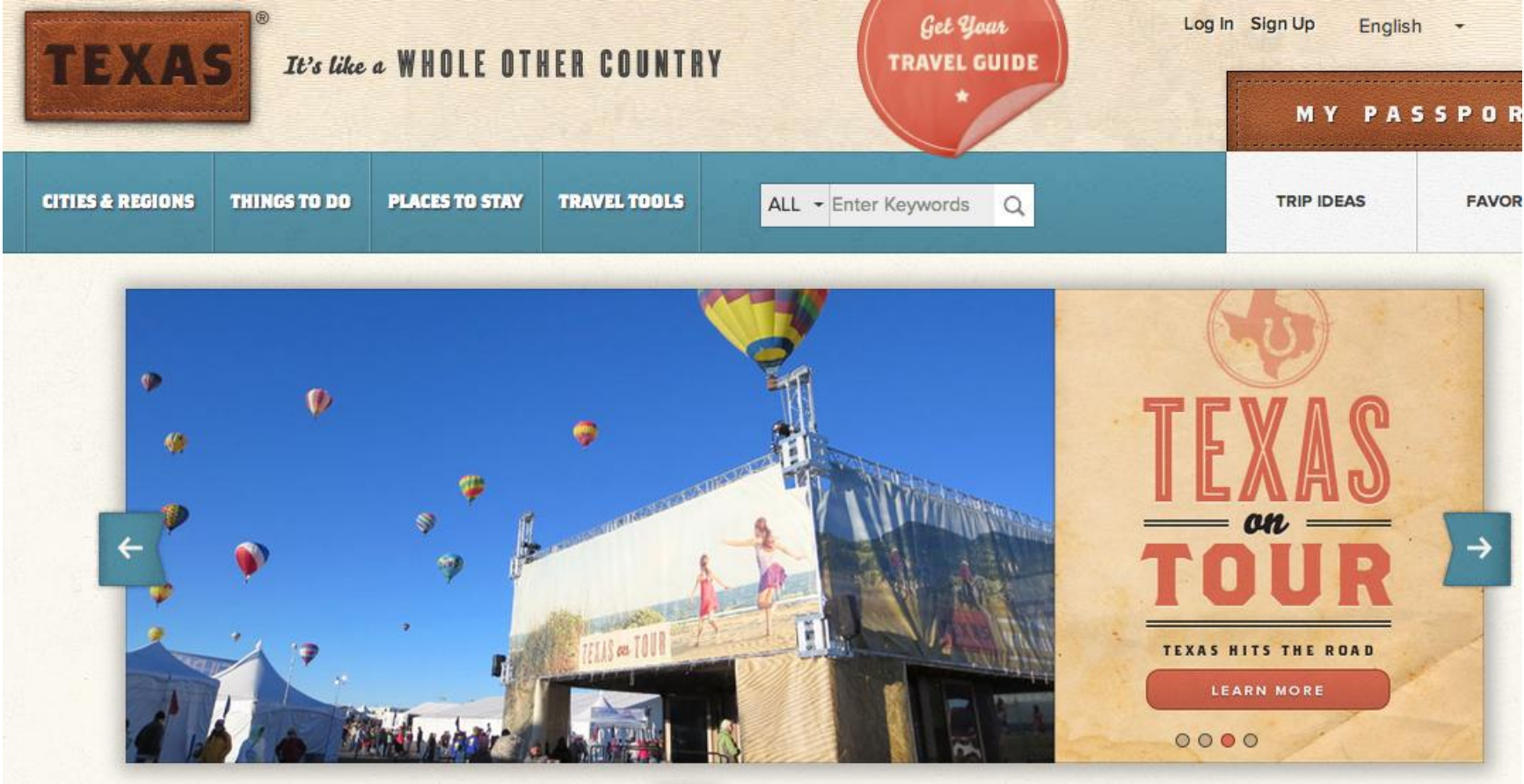


4 hours ago · Like



Visit California Thanks for the great advice Sheri!
4 hours ago · Like

Inspiration: State of Texas



What Texas is doing right...

Created #TexasToDo Social Media campaign. It's a hashtag locals use to suggest little known hot spots for incoming visitors.

#TEXASTODO

Explore these #TexasToDo posts from locals and visitors to get inspired for your next trip to Texas. Once you've visited, upload suggestions of your own.



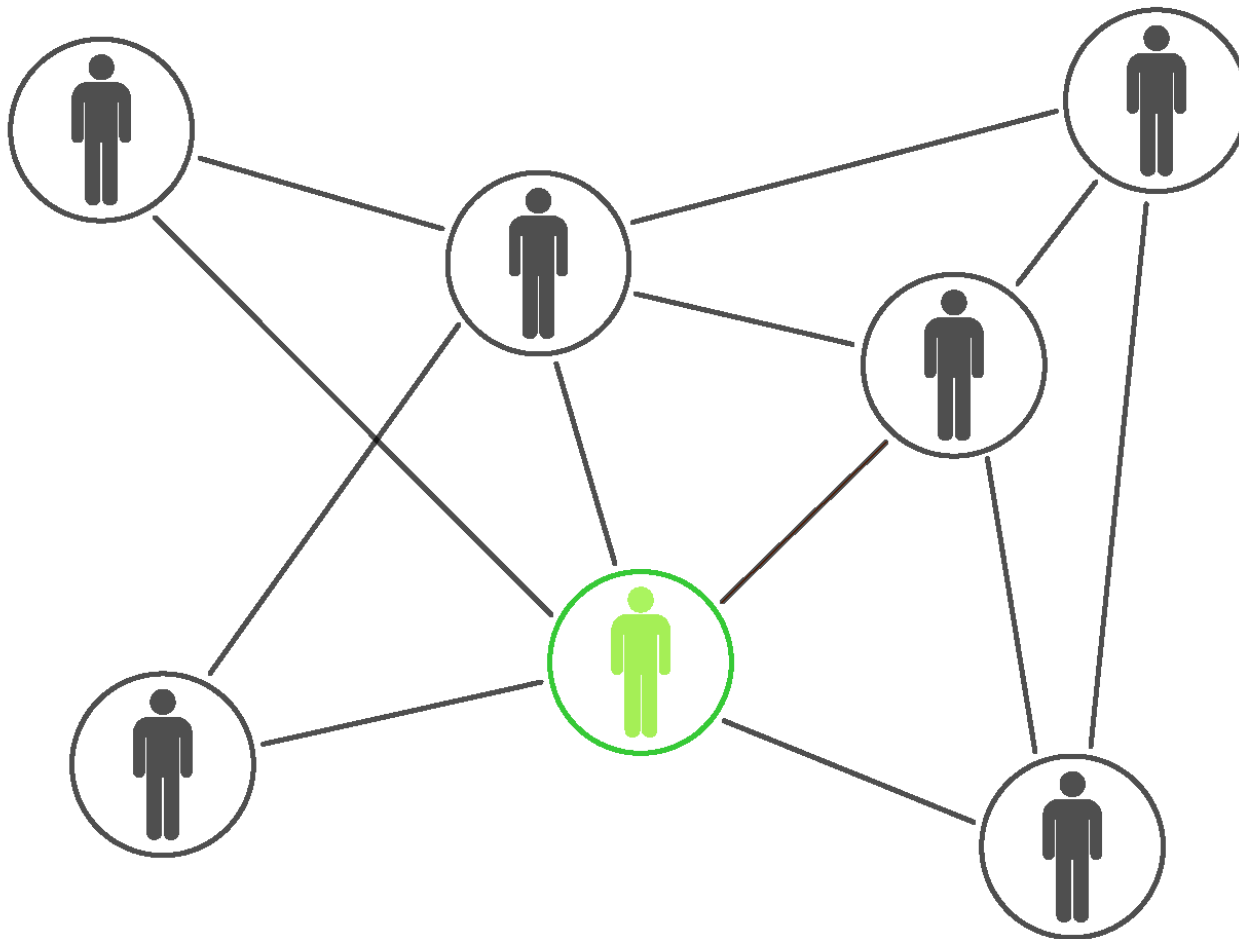
VIEW ALL

UPLOAD



Suggested Strategy Moving Forward

Keyword: **CONNECTION**



Plan of Action

- Define clear keywords to represent each website. These keywords will be used for SEO & Social Media moving forward.
- Create an HQ logo & background picture that embodies each website to be used across Social Media channels.
- Write content with your defined keywords in mind to add to website for increased SEM results.
- Create editorial calendar for each Social Media page for each website which includes a weekly mixture of pictures, news, cross promotion of other Social Media sites AND other websites within the T&T tourism network
- Stay current with updates on ALL Social Media channels, if you cannot maintain, delete the page!