



best of cayman
bestofcayman.com

the best place to find the best places in cayman

about bestofcayman.com

BestofCayman.com (BOC) is a website devoted to highlighting the BEST the Cayman Islands have to offer. Our mission is to give tourists a one-stop site for all of their vacation needs so they can plan their perfect trip to the islands before they arrive. We also target the local market by providing a venue to vote and write reviews for their favourite places. BestofCayman.com provides a compendium of local points of interests, so users are able to stay on top of new and exciting events on the island.

Each day, more and more travelers are using the Internet to plan their trips. To not have a presence on the Internet is to miss out on a whole new generation of young and affluent travelers who rely heavily on the Internet, both in planning their vacation and as a resource while in the Cayman Islands.

Created by a team of advertising professionals with over 20 years combined Internet marketing experience, BestofCayman.com has the knowledge and skills to deliver access to a whole new segment of interested customers. We are based here, so you can be assured we understand your marketing needs.

Word of mouth is arguably one of the most valuable forms of advertising. BestofCayman.com delivers this on a scale previously unheard of. Customers write reviews based on their first-hand experiences with your business. New potential customers then browse these unbiased reviews while planning their own vacation.

BestofCayman.com has an aggressive marketing plan solely designed to bring YOU more customers. BOC has partnered with over 50 major search engines to deliver potential customers who are looking for specific services in the Cayman Islands. We are also launching a marketing campaign here on Grand Cayman, including newspaper inserts, sponsorships, and sweepstakes designed to deliver on-island customers to your listings.

The BOC Awards will take place in June 2006! This is an excellent way for businesses to get direct feedback from both tourist and the local markets in Cayman. It will also provide the winners with signage they can showcase in their place of business and use in their own forms of marketing.

what you can expect from bestofcayman.com

Reach Customers Before they Get on Island.

Wouldn't you want customers thinking about your business before they reach the island? By listing on BOC you can reach users at the start of their travel planning not just the end!

A Perfect Complement to your Current Marketing Plan

We understand the importance of all forms of advertising in the Cayman Islands. BestofCayman.com acts an excellent complement to your existing print, radio and other advertising efforts.

The Chance to WIN a "Best of..." Award

Hosted each June, we present an awards show to crown the "Best of..." in each category for that year. BOC will provide free signage, which can be used in other marketing efforts.

info@bestofcayman.com
345 324 1222
p.o. box 10326 apo
grand cayman
cayman islands, bwi



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Obtain Valuable Feedback from your Customers

Read customer reviews of your business, allowing you to provide the best experience possible for future customers.

We Know Internet Marketing

Our management team has over 20 years combined experience in Web advertising and marketing. Let us handle your web marketing by delivering customers searching for your products and services directly to your listing / website.

Results you can see

As an advertiser, you will receive a unique username and password that you can use to login to your own reporting interface. Here you will find essential information including: the number of times users have viewed your listing, banner exposures, the number of clicks through to your website and more.

You are in Control!

Access your listing at any time, day or night. Make changes, update special promotions or add more pictures. Your listing can change as your business changes (the BOC team is also happy to provide assistance with changing your listing).

Outstanding Customer Service

Based here in Cayman, you will always be able to reach someone to update/modify your listings or just to answer any questions you may have.

Low Cost

It's a fraction of what you would pay for print or radio advertising AND you have more control over your ad, better customer tracking and a growing segment of the travel market!

don't just take our word for it!

There is absolutely no denying that more and more travelers are using the Internet to plan and book their travel plans. There is a new generation of affluent, computer savvy consumers who rely heavily on the Internet for all of their information needs especially when booking travel. By not having your business online with a clear marketing plan you are missing out on a rapidly increasing segment of travelers. Please read what recent studies have found:

"Just over half (51 percent) of survey respondents say they're likely to bring a laptop computer on a future vacation. Thirty-four percent report they've already done so...

Thirty percent use their laptop to view, edit, or send travel photos, and 45 percent of respondents used the laptop to gather online information about their trip while traveling...

'People are more reliant on their laptop to become their concierge,' Intel spokesperson Barbara Grimes explained." – June 2005 Intel-sponsored study conducted by Harris Interactive.

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"88 percent of consumers who have gone or plan to travel this summer use the Internet to research and purchase their trips." – August 2005 study by Claria Corp.

"When compared to all travelers, online travelers are more likely to be younger, have an annual household income above \$75,000, to be college-educated, and work in a professional/managerial occupation. Among online travelers (85 million), 62 percent consult the Internet to get information on destinations." – 1999 Report by Travel Industry Assoc. of America (TIA)

"Nearly 45 million U.S. adults booked travel over the Internet in 2004, up nearly 6 percent from 2003. Furthermore, 40 percent of online bookers conduct all their travel reservations online, compared to 29 percent last year." – 2004 Report by Travel Industry Assoc. of America (TIA)

"An analysis of the data from November 2000 to April 2001 found the number of unique visitors to travel sites from home increased by nearly 1 million in the three biggest markets of Britain, France and Germany." – 2001 study conducted by Jupiter MMXI

next steps

To get your campaign started on BOC, we will need the following from you:

- 1 Your logo- please email us a high resolution logo
- 2 Your description
- 3 Contact Information
 - PO Box
 - Phone number
 - Email
 - Website (if you have one)
- 4 Keywords- These are very important for the Search Box, you may have up to 50 keywords
- 5 Images and Documents- you can upload any menus, flyers, coupons, etc in PDF format to your listing to give the visitors even more information about your company. Images also allow visitors to "see" even more your business.

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