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SEBASCO HARBOR RESORT SEES FUTURE OF MAINE TOURISM ONLINE

New Website and Online Marketing Embraces Consumer Trends, Traveler Needs

Sebasco Estates, Maine (May 28, 2008) ó Sebasco Harbor Resort, a vacation destination of over 550 acres on the rocky mid-coast of Maine, today announced it has allocated more than sixty-percent of its marketing budget to online marketing in an effort to embrace the latest consumer trends and demands from U.S. travelers including launching its new website, www.sebasco.com.

According to a presentation at the Maine Innkeepers Association annual meeting in November, today more than 60% of travelers search for travel accommodations online exclusively. Yet, 80% of web page visitors exit after visiting only two pages of a website. The short attention span of the web user presented a challenge in how best to communicate the breadth and depth of the amenity and activity offerings at Sebasco. The newly launched web site addresses this with a combination of intense visuals to quickly grab the visitor's interest, while making it convenient and fun to learn about all that Sebasco offers.

“Today's travelers are more Internet-savvy and demand more information at the click of a mouse than ever before,” said Bob Smith, proud proprietor and official Lighthouse Keeper at Sebasco Harbor Resort. “It's all about driving a higher volume of quality reservations through the web sales channel at an efficient rate of return and using the web effectively to increase our search engine rankings and ultimately, our digital footprint. That's good for Maine, and that's good for Sebasco.”

“As the number one industry in Maine, tourism is of the utmost importance to our beautiful state,” said Pat Eltman, director of the Maine Office of Tourism. “We take great pride in our travel offerings, and need to market them in a way that appeals to today's travelers.”

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“I am very proud of the Maine Office of Tourism’s online marketing campaign, and our collective increased web presence, in joining with our fellow Maine properties such as Sebasco Harbor Resort,” continued Eltman. “Sebasco is one of our leaders.”

In its online marketing plan, Sebasco Harbor Resort implements strategies such as pay-per-click marketing, search engine optimization, social media participation, and link-building to expand Sebasco’s digital footprint. The new website at www.sebasco.com features the ability to make online reservations on every page, virtual tours, and a Sebasco Harbor Netcam showing a real time view from its Lighthouse. The new site and web marketing campaigns have improved the volume of site visitors, the quality of those visitors, and the time they spend on the site. These improvements have also decreased length of time spent on the phone because prospective guests are more informed prior to calling.

“Having such a tremendous property to promote on the web has provided a great foundation for our web marketing efforts. The staff at Sebasco really understand how critical the web is to today’s hospitality businesses and with their support we’ve been able to really ramp up the performance of their web marketing channel,” said Tom Gale, President of Vont, the company that redesigned the Sebasco web site and manages their web marketing efforts. “Marketing travel on the web is competitive and constantly evolving, but Sebasco is well-positioned to capitalize on the mass migration of travel consumers to the web.”

About Sebasco Harbor Resort

Sebasco Harbor Resort is Pure Maine! Since 1930, guests have enjoyed Sebasco’s vacation destination of over 550 acres on the rocky mid-coast of Maine. Sebasco offers waterfront, woodlands, gardens, and a delightful harborside village on Casco Bay with various accommodations including the Lighthouse, Main Lodge, Spa Suites and cottages for a total of 133 rooms from which to choose. Sebasco also features a salt-water pool, a golf course with ocean views, a full-service seaside spa and waterfront and al fresco dining options. Recreation opportunities include sailing, kayaking, biking, fishing, tennis, authentic Maine lobster bakes, and blueberry pancake breakfasts. For details about Sebasco Harbor Resort, please visit www.sebasco.com.

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