



Todd Lucier, BHK, BEd. is the highly regarded principal facilitator, learning experience designer and founder of Tourism Clicks / Northern Edge Algonquin Inc. Todd's home is a solar-powered nature retreat on the edge of Algonquin Provincial Park, Ontario, Canada where award-winning innovative tourism experiences have been offered for over a decade. Todd has been on the cutting Edge of Internet development since 1993 and demystifying the Web for tourism businesses since 2000. Todd's passion for seeding sustainable tourism development grew from his days as an Ontario teacher (1987-1995), tourism experience provider (1995-present), and partnership proponent and facilitator with all manner of traditional and non-traditional tourism partners.

"Marketing on the Internet should be fun! Attendees at my tourism trainings and keynotes rediscover a sense of excitement and passion about their businesses and their communities; recognizing untapped opportunities, and committing to straightforward action plans to enhance their tourism offerings and Web presence.

Recognized Excellence in Workshop Facilitation & Design:

Roundly praised Tourism Keys workshops throughout Northern Ontario in 2004-2006 with **97% of attendees reporting the completion of at least one task toward enhancing their Web presence.** The **average respondent reported undertaking an incredible 4.2 Web enhancements** and 47% of respondents reported referring to online tutorials to reinforce workshop material. Pre-workshop, 5% of attendees reported viewing their Web stats. **Incredibly, 71% of respondents indicated viewing their Web stats after the workshop.**

Over 400 Tourism Businesses Served: Internet Marketing workshops are best measured by the rate at which learning is put into action. Consider the impressive outcomes achieved by business owners within 45 days of Tourism Internet Marketing workshop attendance in 2005:

- 11% added a Weblog
- 47% changed or Added Headlines to Web pages
- 29% added new Calls to Action
- 47% added keywords to meta tags, page content, image tags, page titles, etc. to improve search engine optimization.
- 32% added credibility-building elements to their Web site.
- 47% added new images or content to encourage repeat visits
- 47% spent time planning to meet the needs of niche groups or ideal guests.
- 40% developed or renewed their plan for dealing with email
- 29% started a newsletter or email list
- 18% purchased keyword or other online advertising

Todd's Expertise

- Todd is co-author of Tourism Keys: a handbook for Tourism Operators, commissioned by the Canadian Tourism Commission, Ontario Tourism Marketing Partnership and other partners.
- He has authored papers on Internet partnerships for the International Year of Ecotourism in Quebec City and also appeared before the Canadian Senate.
- Co-author and co-facilitator of Edge of the Wedge – Innovation in Tourism Training for Gros Morne Institute for Sustainable Tourism.
- Web author of www.TourismKeys.ca including the Web enhancement tutorial series and Tourism Keys Weblog.
- Todd has delivered workshops and keynotes around the world including presentations for a World Tourism Organization International Year of Ecotourism Conference in Cuiaba, Brasil, and for organizations in Scotland, Dominica W.I., USA, Ontario, Quebec, Newfoundland and Labrador.
- Todd isn't just a talking head when it comes to Tourism or the Internet. He is first and foremost an experience provider who is constantly applying the latest tourism tools to enhance his own Web sites and those on which he is a cluster member.

Todd will get you engaged unearthing treasures hidden within your community to achieve extra-ordinary results. Tourism keynotes provide information, motivation, and tools to enhance organizational, regional and sector-specific tourism development utilizing the internet.

"Organizations engage us to deliver Web development and Internet Marketing presentations because in a medium that is constantly shifting we continue to be first in the tourism sector to adopt winning cost effective strategies that grow new sales and enhance customer relationships. Our clients are continually amazed at the success they achieve upon implementing the strategies they learn from us. "

