

# Europe for Visitors

## Cruising PR Opportunities

Durant and Cheryl Imboden  
Europeforvisitors.com



ABOVE: Our “evergreen” Viking River Cruises review has earned nearly 500,000 page views since 2007 and an estimated 800,000 page views since it was published in 2003.

**I**n the last five years, Europeforvisitors.com and its subsidiary sites have attracted **17.6+ million visits**, nearly **14.6 million unique visitors**, and **64.4 million pageviews**.

Going forward, we intend to leverage our Europe, Venice, Rome, Paris, and Germany destination traffic to maximize readership of our cruising section and generate millions of “link impressions” for the cruise lines that we feature in our reviews.

The following pages show what we offer, and how the increased synergy between our destination and cruising coverage will benefit the cruise lines that we feature in our reviews.

January, 2012

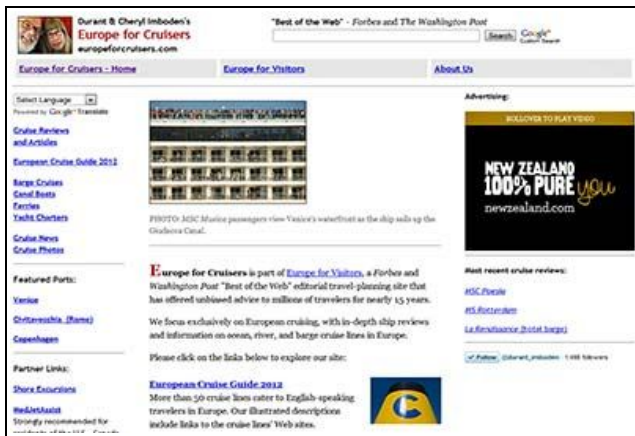


ABOVE: Venice, Italy is one of our most popular topics. Our Venice for Visitors “site within the site” averages more than 5 million pageviews per year, with cruise reviews featured in the navigation sidebar.

---

## Table of contents

1. Cover
2. Table of contents
3. Overview
4. Traffic, visitor locations
5. Demographics, target audience
6. Editorial focus: 2012 and beyond
7. How we cover cruises
8. Cruise lines that have hosted us
9. Vendor and reader testimonials
10. About us
11. Contact information



ABOVE: Europe for Cruisers is a “site within the site” at Europe for Visitors.

## Overview

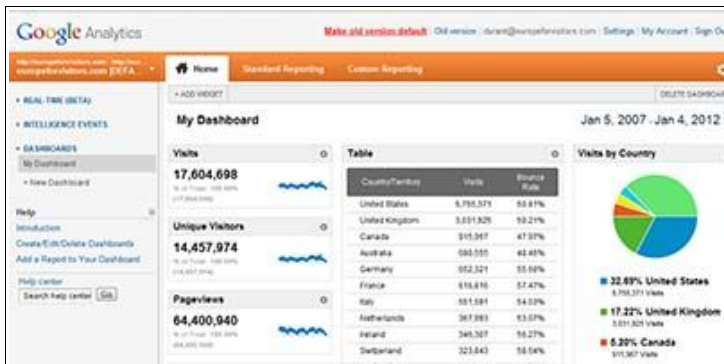
Europe for Visitors is a professionally-edited, independently-owned destination and cruising site for vacationers who are researching where to go, what to do, and how to spend their money in Europe.

It consists of in-depth, “evergreen” destination articles, cruise reviews, and other travel-planning content that attracts readers month after month, year after year.

The site has been at its current domain since 2001 and has been rated “Best of the Web” by *Forbes* and *The Washington Post*. It includes several dedicated “sites within the site,” most notably:

- Venice for Visitors
- Paris for Visitors
- Rome for Visitors
- Europe for Cruisers

Europe for Visitors also has three related blogs, including one that is devoted to European travel and cruise news.



ABOVE: A Google Analytics graph for January 5, 2007 through January 4, 2012.

## Traffic

In the first five years since we began using Google Analytics in January, 2007, Europe for Visitors and its subsidiary sites have attracted:

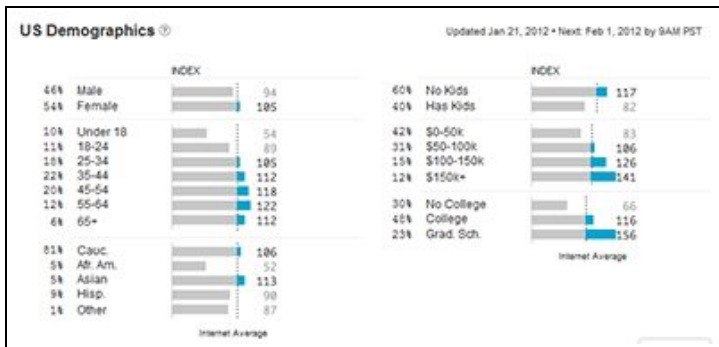
- **17,604,698 visits**
- **14,457,974 unique visitors**
- **64,400,940 pageviews**

That translates into average yearly traffic of:

- **3,520,940 visits**
- **2,891,595 unique visitors**
- **12,880,186 pageviews**

## Visitor locations

- Our #1 country, in terms of traffic, is the United States.
- Our #2 country is the United Kingdom.
- Our #1 continent is Europe.
- Our #2 continent is North America.



ABOVE: A Quantcast U.S. Demographics table from January, 2012.

## Demographics

According to Quantcast's U.S. Demographics report for January 21-February 1, 2012, our readers are:

- 26% more likely to have an income of \$100-150K than the internet average.
- 41% more likely to have an income of \$150K+.
- 16% more likely to have attended college.
- 56% more likely to have attended grad school.

To view up-to-date Quantcast demographics, open your Web browser to:

<http://europeforvisitors.com/audience/#quantcast>

## Target audience

Our site deals exclusively with European leisure travel and cruising, which means that our audience is targeted to affluent, educated adults who are in the market for European trips and cruises.



ABOVE: Ship pennants in the port of Civitavecchia, which has 35 pages of coverage in our Rome for Visitors section .

## Editorial focus: 2012 and beyond

We've covered cruises since 2002 in a dedicated subsidiary site, Europeforcruisers.com, which includes a European Cruise Guide directory and in-depth cruise reviews.

Starting this year, we're integrating our cruising content more tightly with our destination content. For example:

- All pages in our main Europe for Visitors section link to recent cruise reviews.
- All pages in our Venice for Visitors section link to cruises from Venice.
- All pages in our Rome for Visitors section link to cruises from Rome.
- All pages in our Paris for Visitors section link to cruises from or near Paris.

Our coverage is intended to provide “decision support” for the prospective cruiser who's interested in a ship or itinerary but needs reassurance (in the form of objective information) before making a purchase.

As a result of this tight integration of destination and cruising content, our cruise coverage will generate traffic and awareness of cruise lines in two ways:

- Through the cruise reviews themselves, and...
- Through millions of “link impressions” on our destination pages, e.g.:

**From Europe for Cruisers:**

- [Tour Europe by Ship](#)
- [European Cruise Guide 2012](#)
- [Costa: Western Mediterranean](#)
- [MSC: Eastern Mediterranean](#)
- [HAL: Scandinavia](#)
- [More Cruising](#)



ABOVE: Our newest cruise review is about a *Costa Magica* roundtrip cruise from Rome. (This photo of the ship was taken from the Castel Sant'Elmo in Naples.)

---

## How we cover cruises

A typical Europe for Cruisers review consists of:

- A heavily-illustrated main article, with separate pages on topics such as “the ship,” “staterooms and suites,” “dining and bars,” “entertainment,” “other amenities,” “shore excursions,” “crew and service,” “is {Cruise Line} right for you?”, and “Web links.”
- A gallery of 100 or more captioned photos about the ship, the departure, the ports of call, and the ship's arrival in port at the end of the cruise.
- Secondary articles as appropriate.

For recent examples, please see:

- Costa Western Mediterranean cruise (Rome-Rome)  
<http://europeforvisitors.com/cruises/reviews/costa-magica/>
- MSC Eastern Mediterranean cruise (Venice-Venice)  
<http://europeforvisitors.com/cruises/reviews/msc-poesia/msc-poesia-cruise-review.htm>
- Holland America Scandinavian cruise (Rotterdam-Rotterdam)  
<http://europeforvisitors.com/cruises/reviews/rotterdam/ms-rotterdam-cruise-review.htm>
- European Waterways barge cruise  
<http://europeforvisitors.com/cruises/reviews/gobarging-la-renaissance.htm>



PHOTO: *ms Rotterdam* before our departure on a 2009 HAL press cruise with Dutch and French journalists.

---

### **Cruise lines that have hosted us:**

- European Waterways Ltd.
- Holland America Cruises
- Hurtigruten
- MSC Crociere
- Oceania Cruises
- Peter Deilmann Reederei
- Renaissance Cruises
- Silversea Cruises (twice)
- Viking River Cruises
- Windstar Cruises

### **New reviews scheduled for 2012:**

- Silversea *Silver Spirit*
- Uniworld *River Baroness*



PHOTO: Silversea's *Silver Whisper* in Venice. (See testimonials below.)

---

## Vendor and reader testimonials

“A travel agent told us a client saw your article and prompted a call about booking.

“Your articles are fantastic and they always seem to generate business for us whenever they're featured.”

– Cruise Line PR Director

“I just finished reading your review on your *Viking Burgundy* cruise. My friend and I just booked it today. Your review helped make the final decision. It was just what I was looking for.

– B.T., United States

“I just saw your *Silver Whisper* review. All I can say is WOW! It was an incredible review – especially the detailed pictures & captions.

“It's got me chomping at the bit to try Silversea. Just got off a RSSC *Mariner* cruise, after having sailed primarily on HAL. What a difference. It was a nearly perfect cruise. But RSSC does not go to Odessa – and I want to go there next summer. So I looked at Silversea, saw your report, and now I am ready! Thanks.”

– U.S. reader

“Just a quick note to let you know you have some avid & devoted fans out there! Got a call from a lady in Atlanta who thinks 'Imboden is brilliant & I will do anything he recommends – sign me up for Italy & Spain.' YOU are VERY INFLUENTIAL!”

– Chris Coté, Language Studies Abroad, Inc.



ABOVE: Cheryl and Durant Imboden in Venice on a sunny winter day with Maggie of Maggieinvenice.com.

---

## About us

- **1995:** Durant Imboden was a published book author, a former literary agent and *Playboy* Magazine editor, and a freelance writer before entering the online business as a Microsoft Network content provider (1995-1999) and an editorial consultant to Delphi Internet (1996-1997).
- **1996:** Durant and Cheryl launched their first travel site, *The Baby Boomer's Venice*, as a sample project for a review of Web-authoring software in Durant's column for *Boardwatch* Magazine. (Cheryl took the photos; Durant did the writing and page design.)
- **1997 - 2001:** Durant produced and wrote the Venice and Europe travel sites for About.com; Cheryl was the About.com Guide for Switzerland and Austria.
- **2001 - present:** Durant has worked full-time as publisher and editor of Europeforvisitors.com for the last 10 years. Since 2006, Cheryl has shot most of the Venice for Visitors photos and nearly all of the videos.



Durant Imboden is a member of the Society of American Travel Writers and Travel Website Owners.



## Contact information

Durant and Cheryl Imboden  
Europe for Visitors  
3325 Dupont Avenue South  
Minneapolis, MN 55408-3515 USA

Telephone: +1 612 424-1115

E-mail: [durant@europeforvisitors.com](mailto:durant@europeforvisitors.com)

Twitter: *durant\_imboden*

Facebook: *Durant Imboden*

Google+: *Durant Imboden*

YouTube: *europeforvisitors*