

1999-10-01

The Internet – How Can It Boost bookings?

Patrick Horan

Technological University Dublin, patrick.horan@tudublin.ie

Peter O'Connor

IMHI

Follow this and additional works at: <https://arrow.tudublin.ie/tfschmtcon>

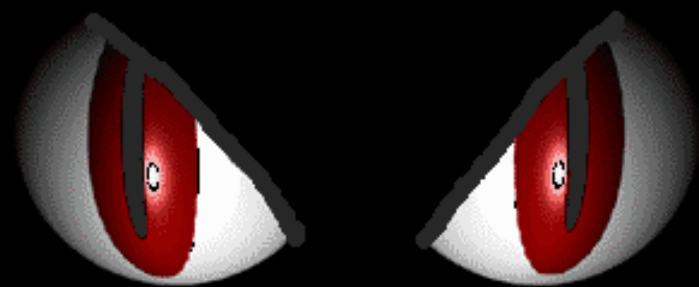


Part of the [Business Commons](#)

Recommended Citation

Horan. P., and P. O'Connor, "The Internet –How Can It Boost bookings?" Presentation to Hospitality Solutions Annual Conference, London, October, 1999. DOI: 10.21427/D75V0C

This Presentation is brought to you for free and open access by the School of Tourism & Hospitality Management at ARROW@TU Dublin. It has been accepted for inclusion in Conference papers by an authorized administrator of ARROW@TU Dublin. For more information, please contact arrow.admin@tudublin.ie, aisling.coyne@tudublin.ie, vera.kilshaw@tudublin.ie.



Knowing Your Web Customers - Mission Impossible!



Knowing Your Web Customers - Mission Impossible!

Knowing Your Web Customers

MISSION: IMPOSSIBLE?

Patrick Horan
Lecturer (Hospitality IT)

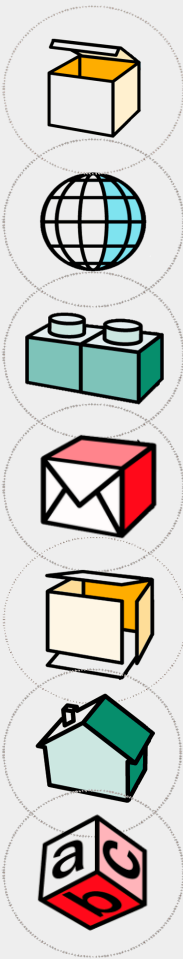
DIT,
Dublin.

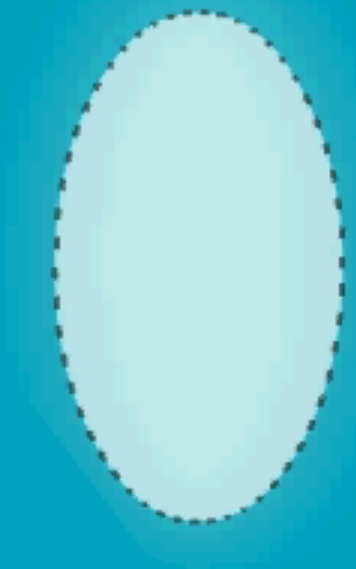
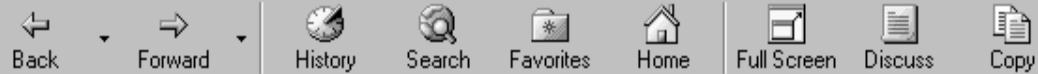
Patrick.Horan@dit.ie

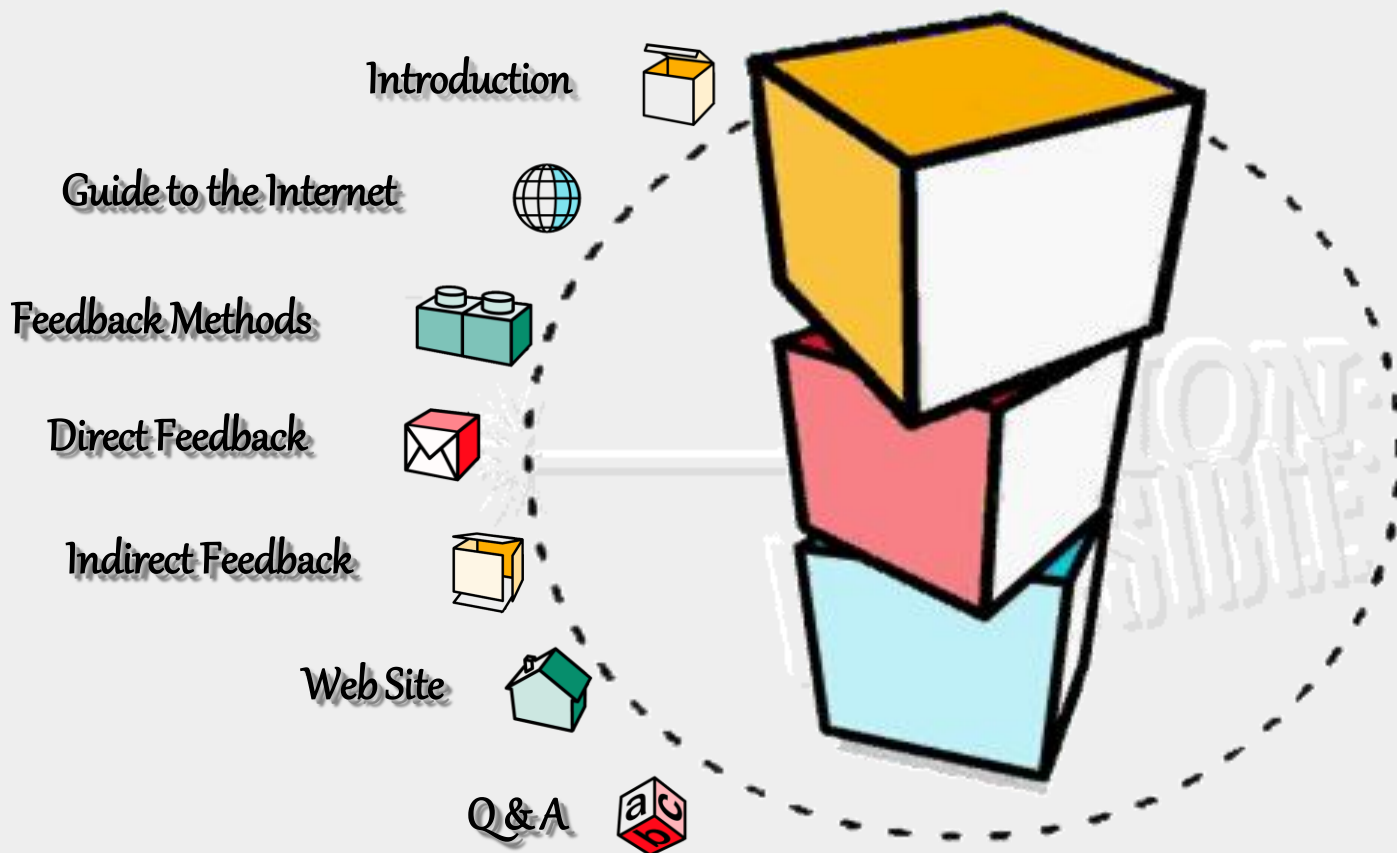
Peter O' Connor
Assistant Professor (Hospitality IT)

IMHI
Paris

OConnor@edu.essec.fr









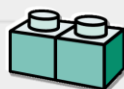
Introduction



Guide to the Internet



Feedback Methods



Direct Feedback



Indirect Feedback



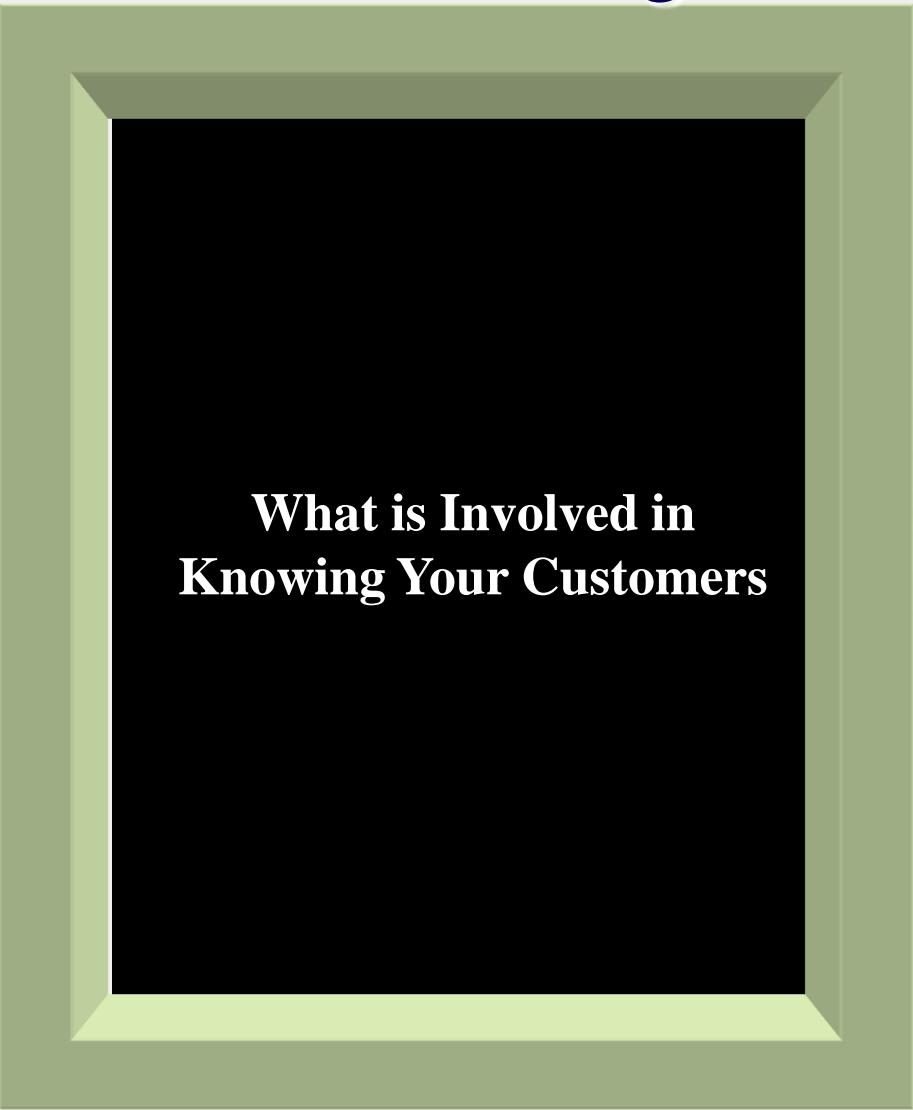
Web Site



Q&A

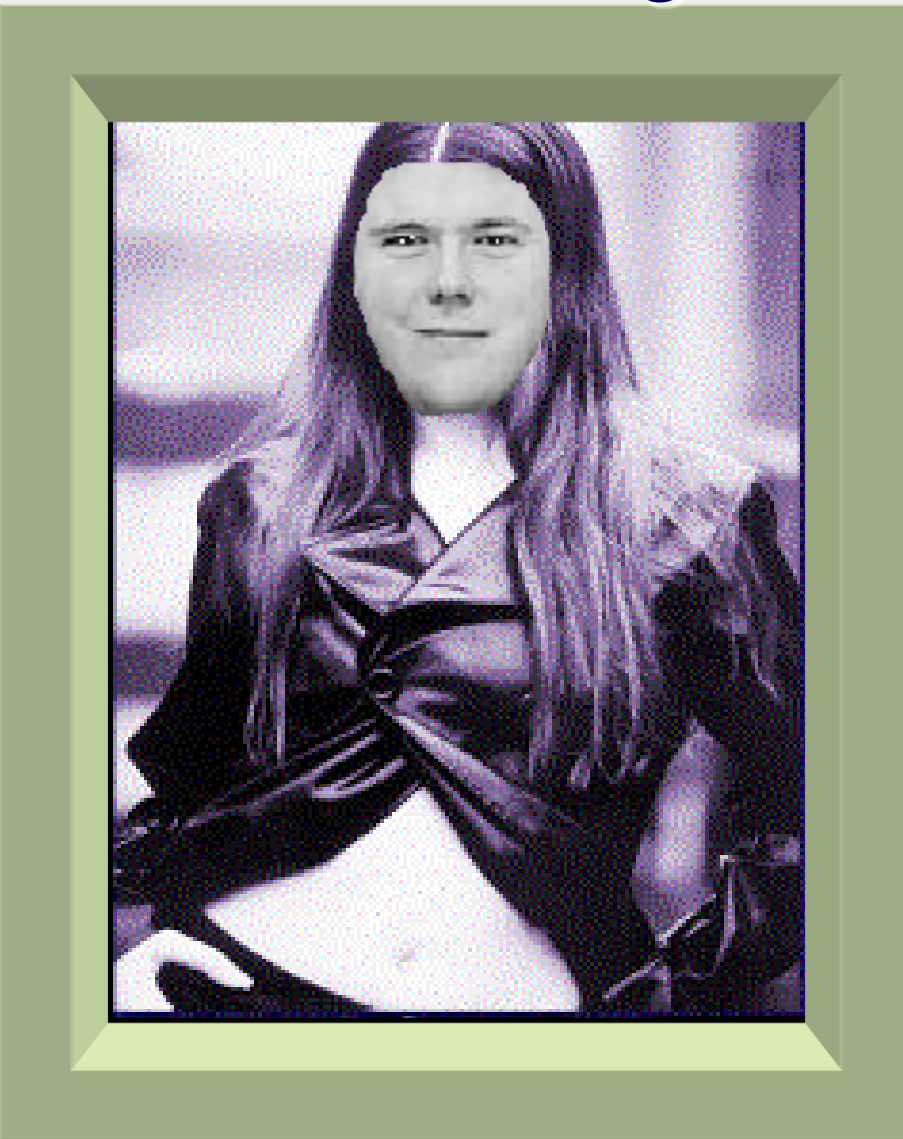


Knowing Your Customer?



MISSION IMPOSSIBLE

Knowing Your Customer?



*What do we want to
Know about our
Customers.*

alta vista:

NOKIA
CONNECTING PEOPLE

 The Nokia 9110i Communicator
with digital camera connectivity

[Search Home](#)
[Comparison Shop](#)
[Channels](#)
[Rewards](#)
[Email & Tools](#)
[Click for all your shopping needs](#)
[Sign Up!](#) | [AltaVista Members Sign In](#) | [Member Center](#) | [My AltaVista](#)

Welcome

OLYMPICS MOMENTS: [No. 1: Jesse Owens Triumphs in Berlin](#) | [Olympics Comparison Shopping](#)

Search for:

[Help](#) | [Customize Settings](#) | [Family Filter is off](#)

Today In:

Shopping

[Video Game Hot Deals](#)
[Bestselling Sega Dreamcast](#)

Top Video Game Searches

1. [Playstation 2](#)
2. [Nintendo 64](#)
3. [Game Boy](#)

Entertainment

[Santana Tops Latin Grammys](#)
[Writers Mull Strike Issues](#)

Top Celebrity Searches

1. [Geena Davis](#)
2. [Cindy Margolis](#)
3. [Mariah Carey](#)

News

[Boeing to Redesign Rudder](#)
[Another Fund-Raising Probe](#)

Today's News Searches

1. [London: Trucker's Protest](#)
2. [OPEC Sees Energy Crisis](#)
3. [Oracle Faces Scrutiny](#)

World

[Sydney 2000: Latest News](#)
[Translate With Babel Fish](#)

AltaVista World Features

1. [World Events Calendar](#)
2. [Translate Anything!](#)
3. [Global Voice Chat](#)

AltaVista Resources

Find It: [Find a Home](#) | [Find a Car](#) | [Find a Lawyer](#) | [Stock Quotes](#) | [Scoreboards](#) | [Romance Tips](#)
Services: [Legal Help](#) | [Domain Name Registration](#) | [Horoscopes](#) | [Reference Center](#) | [Health](#) | [MyPrimetime](#)
Tools: [Media Player](#) | [Translate](#) | [PCSupport](#) | [Free Internet Access](#) | [Downloads](#) | [Book a Flight](#)

Find by Category

Arts & Entertainment

[Movies/TV](#), [Celebrities](#), [Arts...](#)

Health & Fitness

[Conditions](#), [Medicine](#), [Diet & Nutrition...](#)

News & Media

[Recent Events](#), [Magazines](#), [Newspapers...](#)

Auctions

[Web-Wide Auction/Watch](#), [Bargain Auction...](#)

Jobs

[Occupations](#), [Salary & Benefits](#), [By Region...](#)

Personal

[Relationships](#), [Family](#), [Beliefs...](#)

Super Searches

- [Shopping](#)
- [Entertainment](#)
- [News](#)

Web Search

- [Power Search](#)
- [Advanced Search](#)
- [Raging Search](#)

Multimedia Search

- [Images](#)
- [MP3/Audio](#)
- [Video](#)

More Searches

- [Business](#)

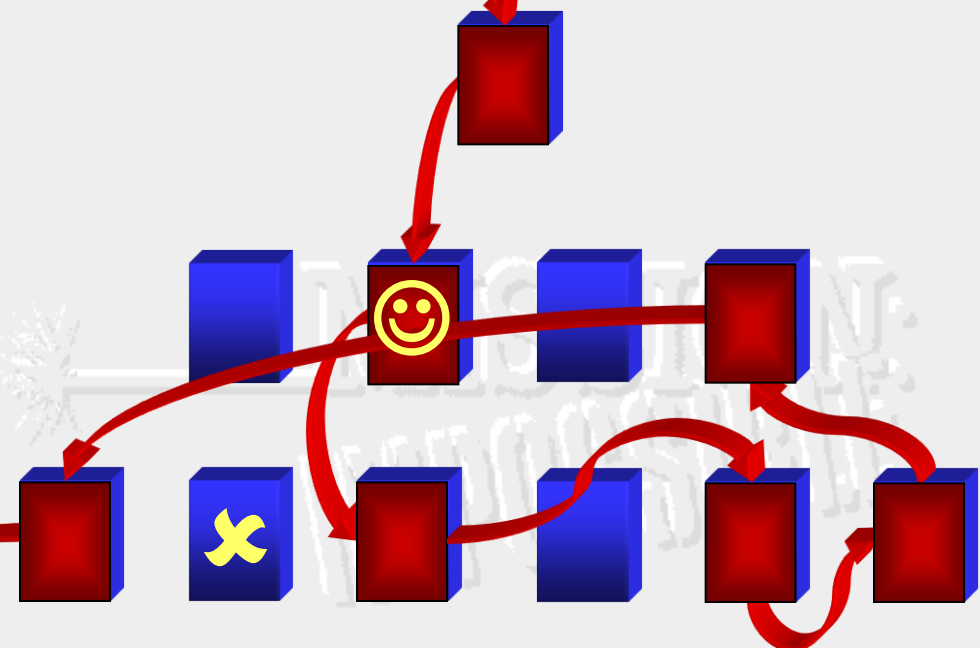
Product Search

- [Web-Wide](#)
- [Auction](#)

Search Tools

- [Search Trends](#)
- [Search Guides](#)
- [Maps](#)
- [Directions](#)
- [Yellow Pages](#)

What Do We Want To Know?



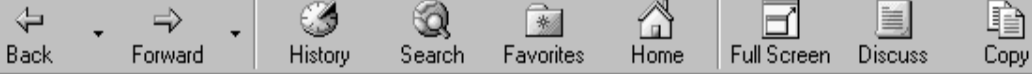
Where they come from (Physically & Cyber-Spatially)

Track Path

Pages in use / not in use

How Many Visitors & Properties

Bandwidth & Broken Links



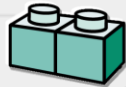
Introduction



Guide to the Internet



Feedback Methods



Direct Feedback



Indirect Feedback



Web Site

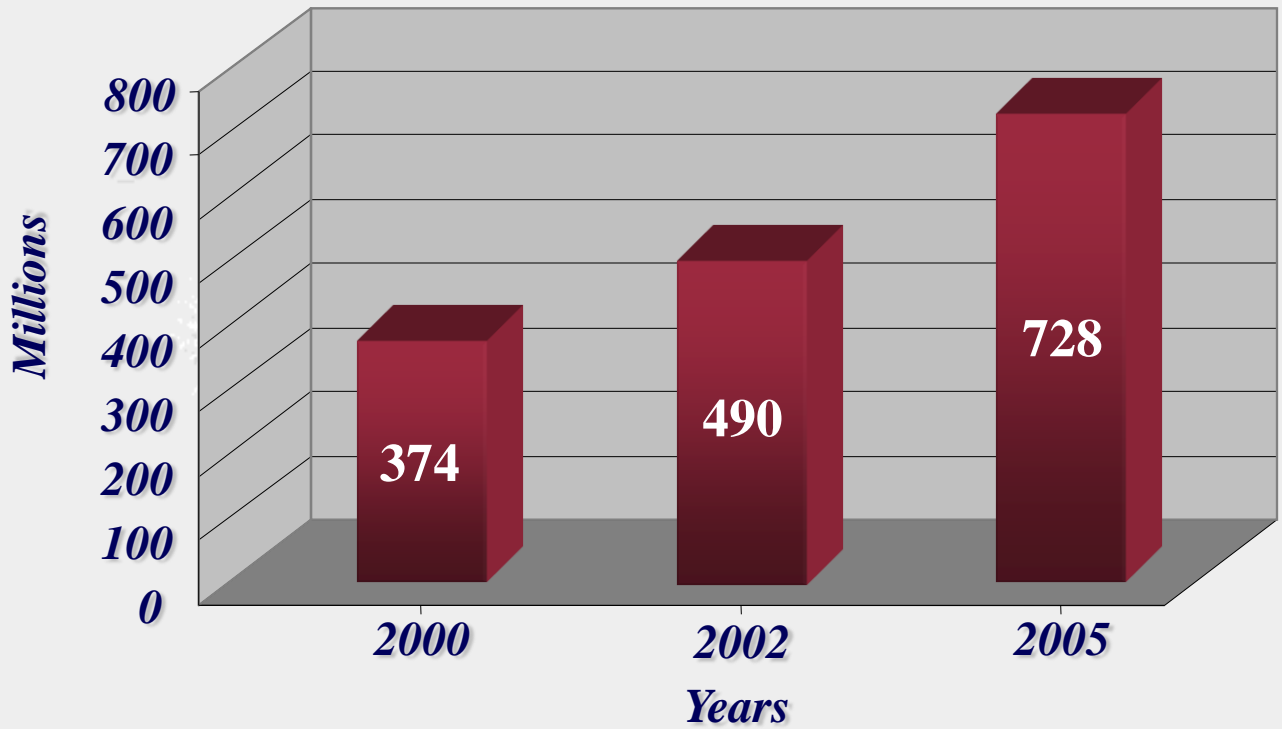


Q&A





Expected Internet Growth.



Expected Internet Growth.

In order for travel sites to successfully fulfill the demands of this market and maintain a competitive edge, it is essential that they **understand what attracts and retains new and existing customers.**

Gómez.com[®]

The eCommerce Authority

Expected Internet Growth.

Factors Driving Repeat Visitors	
High Quality Content	75%
Ease of use	66%
Quick to download	58%
Updated frequently	54%
Coupons and incentives	14%
Favorite Brands	13%
Cutting Edge Technology	12%
Games	12%
Purchasing Capabilities	11%
Customizable Content	10%
Chat and BBS	10%
Other	6%

These Issues can not be tackled properly unless we know our customers.

Expected Internet Growth.

On-line travellers search to find sites that offer the features that they value the most, including:

- 1. Tailored Product Selection,**
- 2. Speed and Ease of Reservation Process,**
- 3. Low Prices,**
- 4. Customer Service.**



Gomez.com
The eCommerce Authority

Expected Internet Growth.

Less than 8% of all travel bookings today are conducted online. This is a direct result of **poor customer relations.**

ORBITZ

"Something is wrong. **Customers are telling us everyday that they are not getting what they want.** As electronic retailers, we are missing something, and **we are running out of time.**"



Internet Strategy.

“One Size Fits All” – No Longer Works

Kempinski Hotels & Resorts - Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites History Channels Fullscreen Mail Print Edit

Address [C:\Program Files\Teleport Pro \(original\)\Projects\Kempinski\index.htm](C:\Program Files\Teleport Pro (original)\Projects\Kempinski\index.htm) Links

HOTELS & RESORTS

Hotels in Deutschland

Hotels in Europa

Hotels in Asien /Mittlerer Osten

Concierge Programme

Weltweite Partner

Internationale Verkaufsbüros

Booking

Jobbörse

picturesque Lake Scharmützelsee. 75 kilometres from Berlin Tegel Airport. Easily accessible by road and rail.

Accommodation
200 air-conditioned rooms and suites, including a room suitable for the disabled plus 64 club apartments. All comprehensively equipped, some with balcony or terrace and view of lake or golf course.

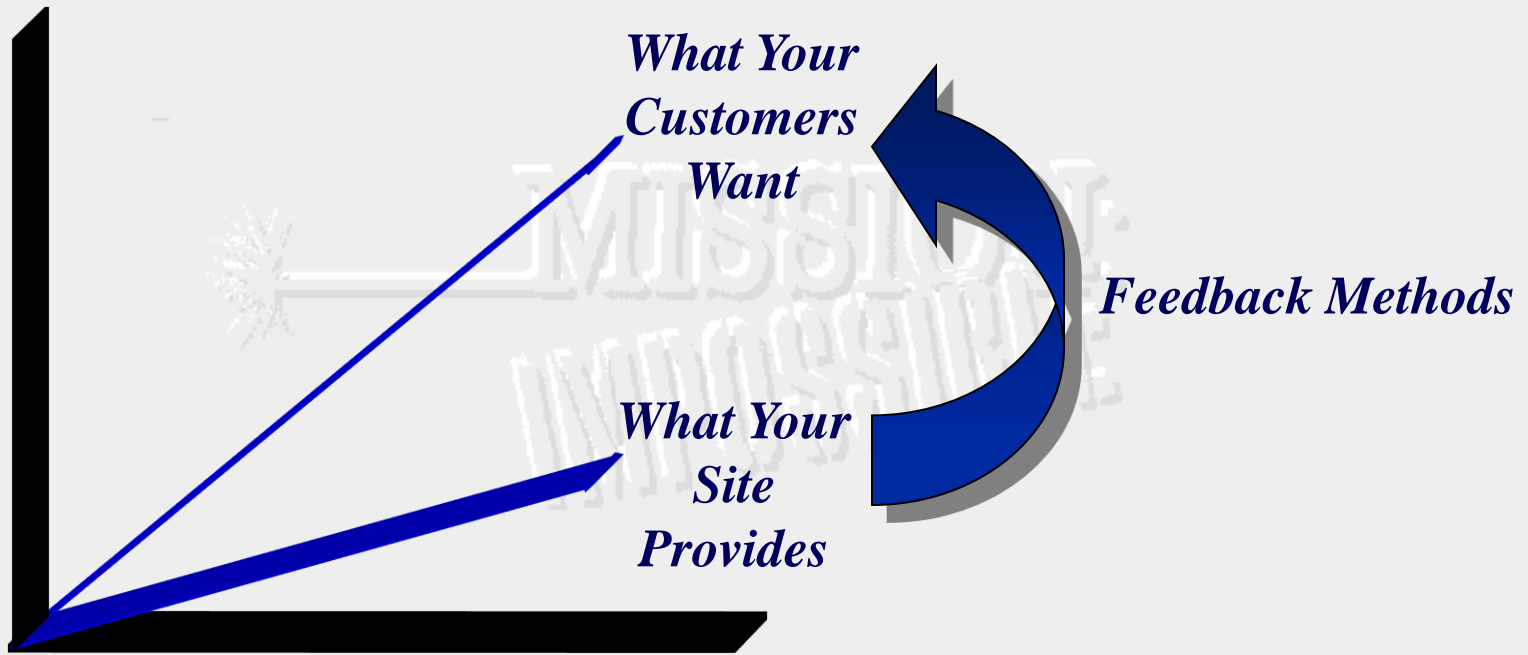
Dining
A choice of dining is available in the Restaurant Lakeside and the Club Room. There are an additional four restaurants, the Golf Clubhouse with approx. 90 seats, the Restaurant Windrose, the Bistro Tie-Break and the Cavallino, all within the sport facilities of the Sporting Club Berlin.

[Facilities](#)

My Computer 27 September 1999

Customisation is Key.

The Performance Gap Theory.





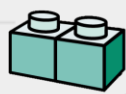
Introduction



Guide to the Internet



Feedback Methods



Direct Feedback



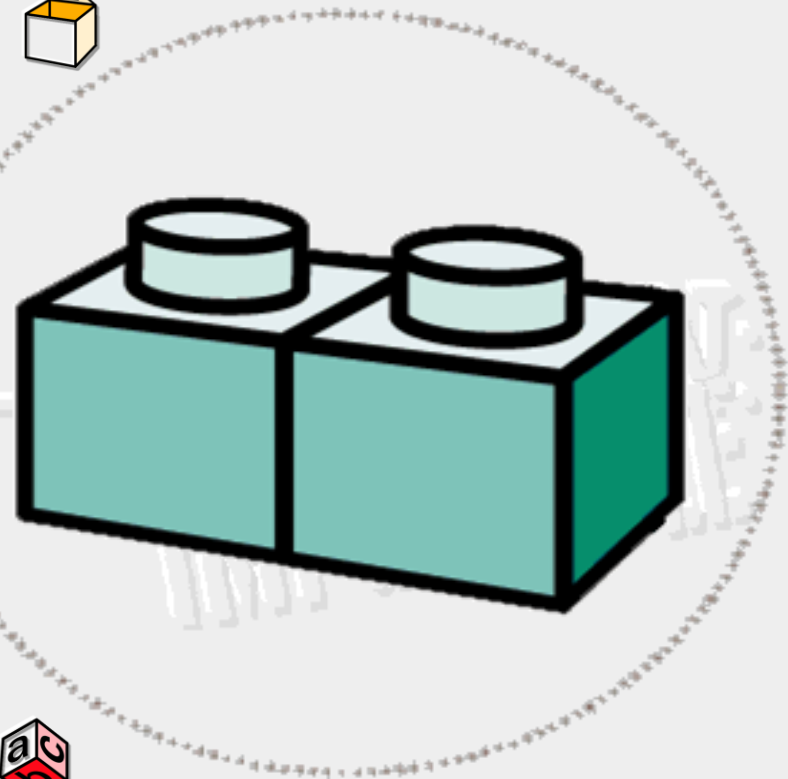
Indirect Feedback



Web Site



Q&A



What is Feedback?



The more feedback your site gets the higher the potential to improve it.

Feedback Methods.



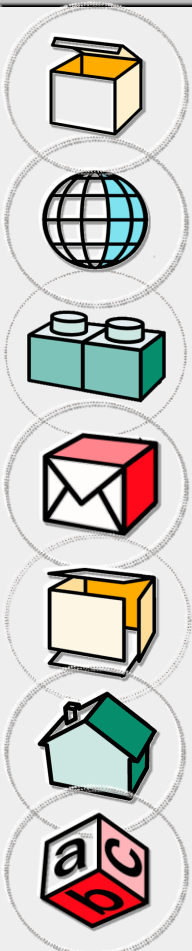
Give
Information given voluntarily.



Web Site Owner



Customer

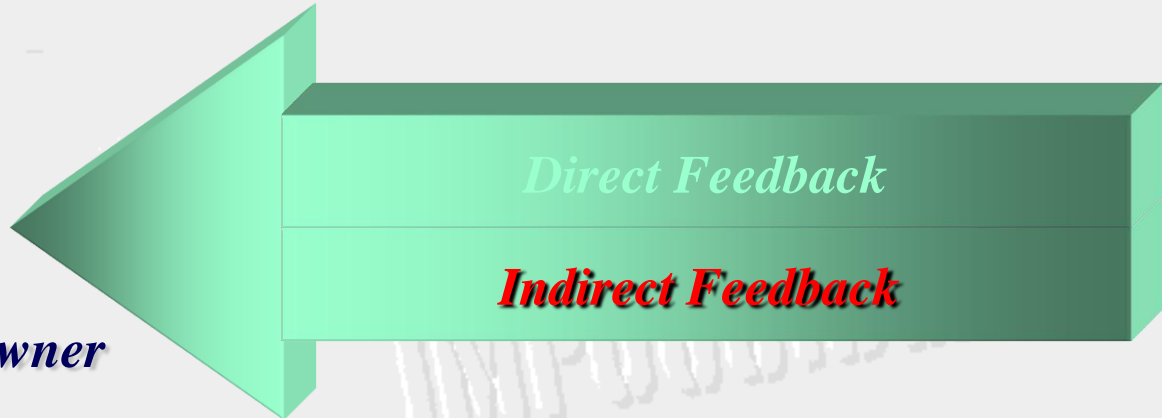


Feedback Methods.

Give



Web Site Owner



Direct Feedback
Indirect Feedback



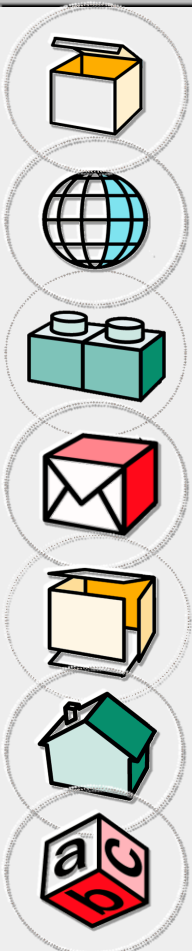
Customer

Information taken often without permission.

Take



Feedback Methods.



Web Site Owner



Customer

International, a graduate program in international hospitality management jointly administered by the Cornell School of Hotel Administration and Ecole Superieur des Science Economiques et Commerciales. He lives and works in France, where he teaches a variety of courses on hospitality information technology and electronic distribution.

Prior to moving to IMHI, he was a lecturer in hospitality computer applications at the Dublin Institute of Technology, an associate lecturer at the Michael Smurfit Graduate School of Business, University College Dublin, and held a wide variety of positions in the hospitality industry both in Ireland and abroad. He holds a Bachelor's degree in management science from Trinity College, Dublin; a Higher Diploma in Hotel and Catering Management; and a Master's degree in Management Information Systems. He is active in research and consultancy, presents regularly at academic conferences and has authored two leading textbooks on technology in Tourism - "Using Computers in Hospitality" and "Electronic Distribution in Hospitality and Tourism Industries". He is Secretary of the *Hospitality Information Technology Association* and also serves as



Name: Peter O' Connor
Position: Assistant Prof. (Hosp. IT)
Location: IMHI
Address: Ave Bernard Hirsch, BP105,
 95021 Cergy-Pontoise
 Cedex,
 France.

Tel.: +33 1 3443 3175.
Fax: +33 1 3443 1701.
Email: OConnor@edu.essec.fr
Web Site: [IMHI Related](#)

Hotmail Registration

Profile Information

First Name

Last Name

Your full name will be sent with all outbound mail messages.

Country/Region

State

 in *United States*

Zip Code

Time Zone

Gender

 Male Female

Birthday

 (e.g. 1978)

Occupation

Account Information

Sign-In Name

 @hotmail.com

Begin with a letter, and use only letters (a-z), numbers (0-9), the underscore (_), and **no spaces**.

Password

Must be **at least eight (8) characters long**, may contain numbers (0-9) and upper and lowercase letters (A-Z, a-z), but **no spaces**. Make sure it is difficult for others to guess!

Re-enter
Password

Secret Question

Choose a question only you know the answer to and that has nothing to do with your password. If you forget your password, we'll verify your identity by asking you this question. [Writing an effective secret question](#)

Answer to
Secret Question

Services

- Hotmail Member Directory
 Internet White Pages
 Hotmail Special Offers

Use the checkboxes to indicate whether you wish to be listed in these Internet directories. [More information about Directories](#).
Check the box to receive an invitation to sign up for Hotmail [Special Offers](#).

Sign Up

Messages

2 messages. Displaying 1 through 2.

◀ First ◀ Previous Next ▶ Last ▶

Show All Messages

DorothyK - 01:20pm Sep 4, 2000 Pacific (#1 of 2)

David, you might have more success asking in the Acrobat Reader forum. Click on the User to User Forums text at the top of this page to get to the list of forums.

[Post Message](#)

[back to top ▲](#)

Tom Geschwender - 06:25pm Sep 4, 2000 Pacific (#2 of 2)

David,

You want PDF on a PDA? Got to <http://www.ansyr.com> PDQ

[Post Message](#)

[back to top ▲](#)

Post Message

A large, empty rectangular text input area with a vertical scrollbar on the right side, intended for composing a message.

Tips

You can edit your posting afterwards by clicking the Edit toolbar item that appears next to your message or topic. You may edit it only within 30 minutes of its first posting.

If you know HTML, you may use most HTML tags to enhance your message.

URLs are automatically hyperlinked as long as they are not the first item on a line (add a space before it if this is the case).

[See More Tips](#)

[▶ POST MESSAGE](#)

You will have 30 minutes to make any changes or fixes after you post a message. Just click on the Edit link which follows your message after you post it.

[read subscriptions](#) [message center](#) [search](#) [preferences](#) [login](#) [help](#)

Direct Feedback.

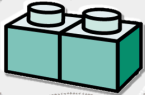
Direct Feedback can be broken down into three categories:

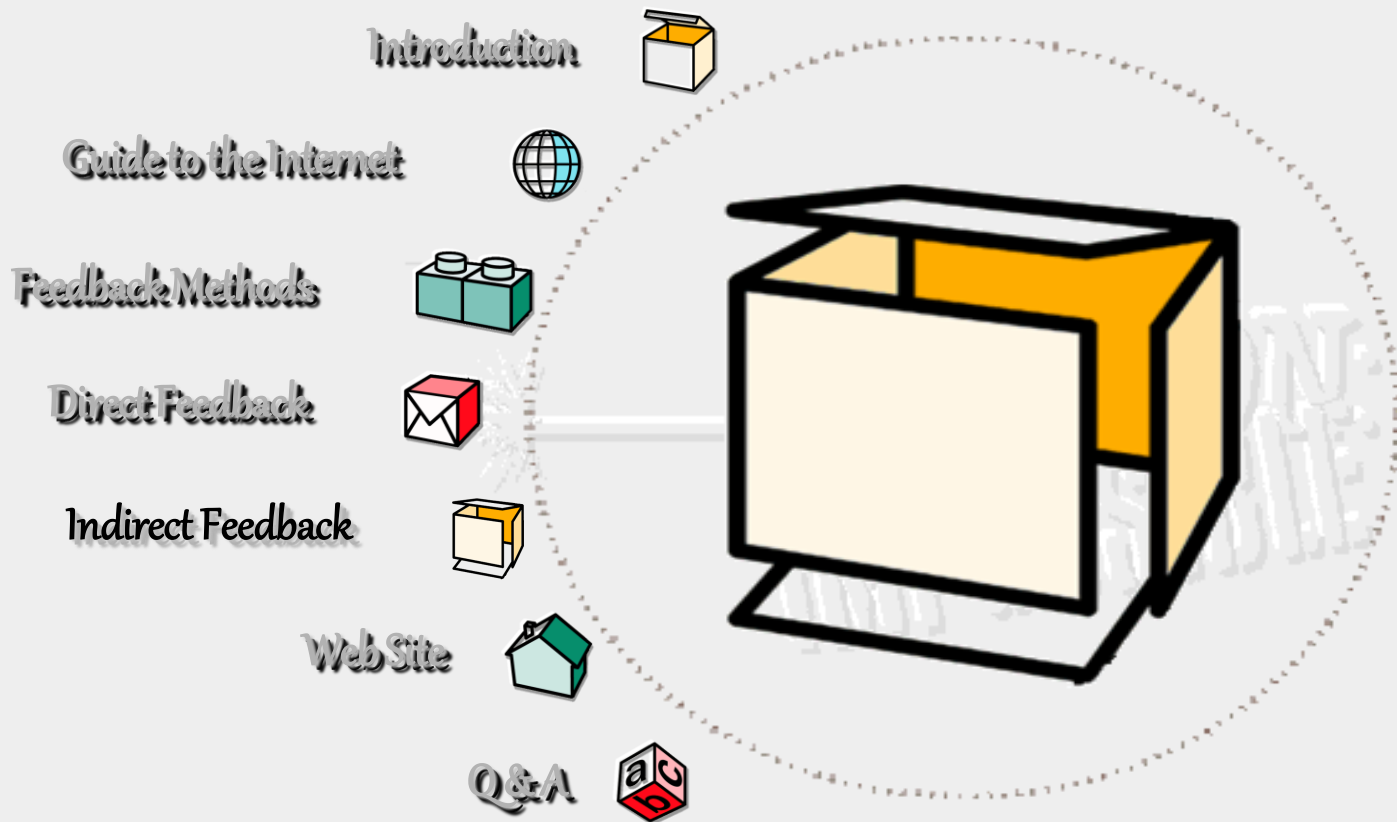
- ② *Emails & Traditional Methods,*
- ② *Feedback Forms (Forms, Logins and Registration)*
- ② *Chat Forums (Rooms).*

Direct Feedback

normally provides us with qualitative information.

MISSION
IMPOSSIBLE





Hit Counters.

A graphic of a calculator with a green border, containing a numeric keypad, a display showing '25349', and a display showing '000163'.

Hit Counters.

1673

01673

243753

Hit Counters are not the number of times a page is visited!

Hit Counters.



*Page Views count the number of times
a page is visited!*

*Hit Counters count the number of
Requests made to a server.*

Knowing Your Web Customers - Mission Impossible.

Presentations

Introduction

Distribution Chan.

Tourism Overview

The Internet

Reservation

E- Commerce

Demonstration

Glossary

 **contact us**

Patrick Horan
Lecturer (Hospitality IT)

DIT,
Cathal Brugha St.,
Dublin 1,
Ireland.
Tel. +353 1 4024397
Fax. +353 1 402 4499.
Email : Patrick.Horan@dit.ie



Peter O' Connor
Assistant Professor (Hospitality IT)

IMHI
Ave Bernard Hirsch, BP105
95021 Cergy Pontoise Cedex
France
Tel : +33 1 3443 3177
Fax : +33 1 3443 1701.
Email : OConnor@edu.essec.fr

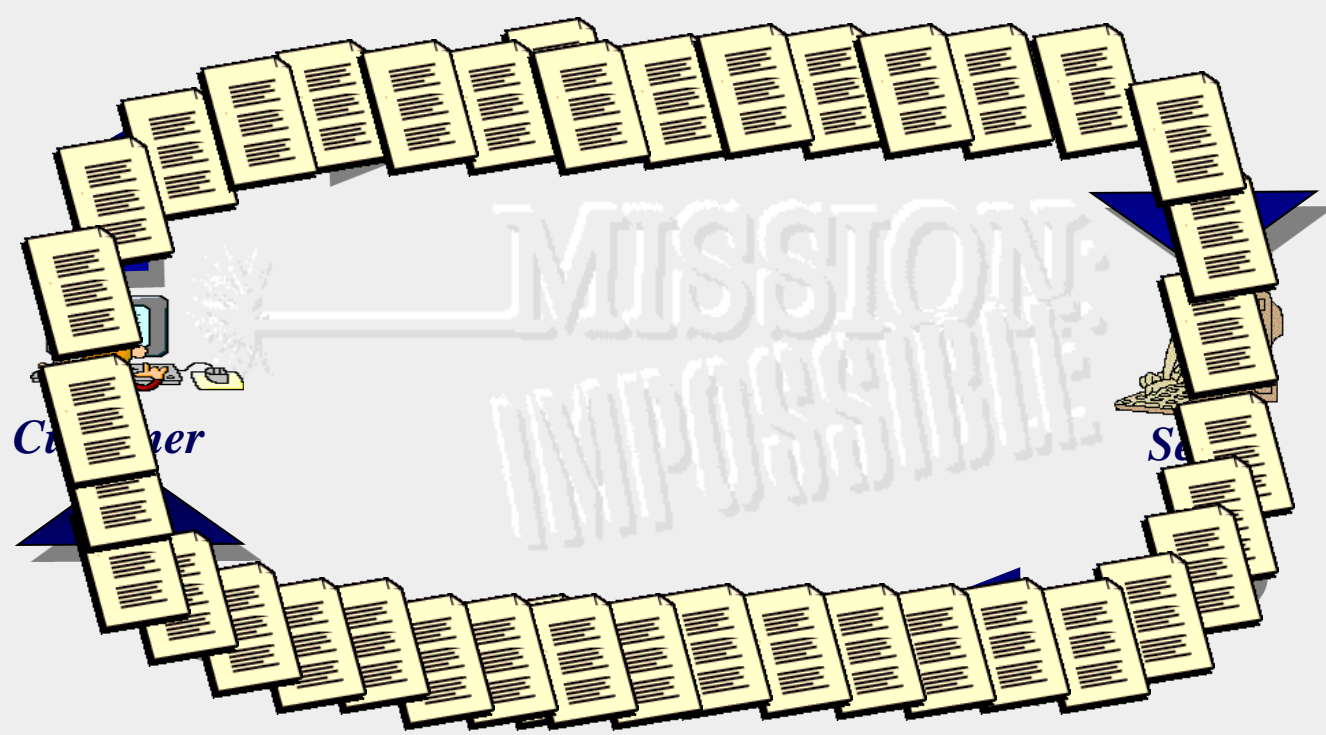
Beware:
Page Views are far more realistic.
Caches & Proxy Servers
Load Time.

```
searchprefs
mc_version=2.1
theme=varsity
format=regular
method=0
region=0
timeout=0
rpp=20
hpe=10
sort=0
metacrawler.c
0
1701078656
30098339
3633999360
29364090
*
```

Cookies Common Uses:

- Visitor Cookie*
- Preference Cookies*
- Shopping Basket Cookie*
- Tracking Cookie*

Cookies – How Do They Work?



amazon.com

WELCOME DIRECTORY

YOUR ACCOUNT HELP

FREE E-CARDS

HOW TO ORDER GIFT IDEAS TOP SELLERS

Hello. Already a customer? [Sign in](#) to get recommendations.

Want out-of-print videos? Try [zShops](#).

The [Computer & Video Games store](#) has arrived. Grab *The Sims: Livin' Large*, *NFL 2002*, and other hot titles now!

Recommendations: [Nurse Betty props](#), [prehistoric pirate costumes](#), [line](#)

SEARCH

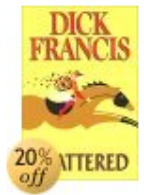
All Products

GO!

- BROWSE
- Add Favorites
- Books
 - Music
 - DVD
 - Video
 - Electronics
 - Toys
 - Health & Beauty
 - Software
 - Computer &

Top Sellers in Books

Shattered



After 41 novels, most writers run out of energy before the final gallop. But Dick Francis's latest thriller is as good as his earliest. Perhaps it's because this one is dedicated to the Queen Mother, who celebrated her centennial in 2000, and who, like her famously horsey daughter, shares Francis's... [Read more](#)

More Top Sellers:

- [Razor Scooter](#) by Razor USA LLC
- [Denise Austin - Mat Workout Based on J.H. Pilates](#) VHS ~ Denise Austin
- [Texas Instruments TI83PLUS Graphing Calculator](#) by Texas Instruments
- [Andrea Bocelli](#) ~ Giuseppe Verdi(Composer), et al

New Releases in Books

The Voyage of the Jerle Shannara



Terry Brooks's new Shannara epic, *The Voyage of the Jerle Shannara*, kicks off its first volume, *Ilse Witch*, with the discovery of a mad elf drifting on wreckage miles out at sea with his tongue and eyes removed and a map secreted among his possessions. The elf is

What's new at amazon.com

Already a customer? [Sign in](#) to see what's New for You.

New Releases

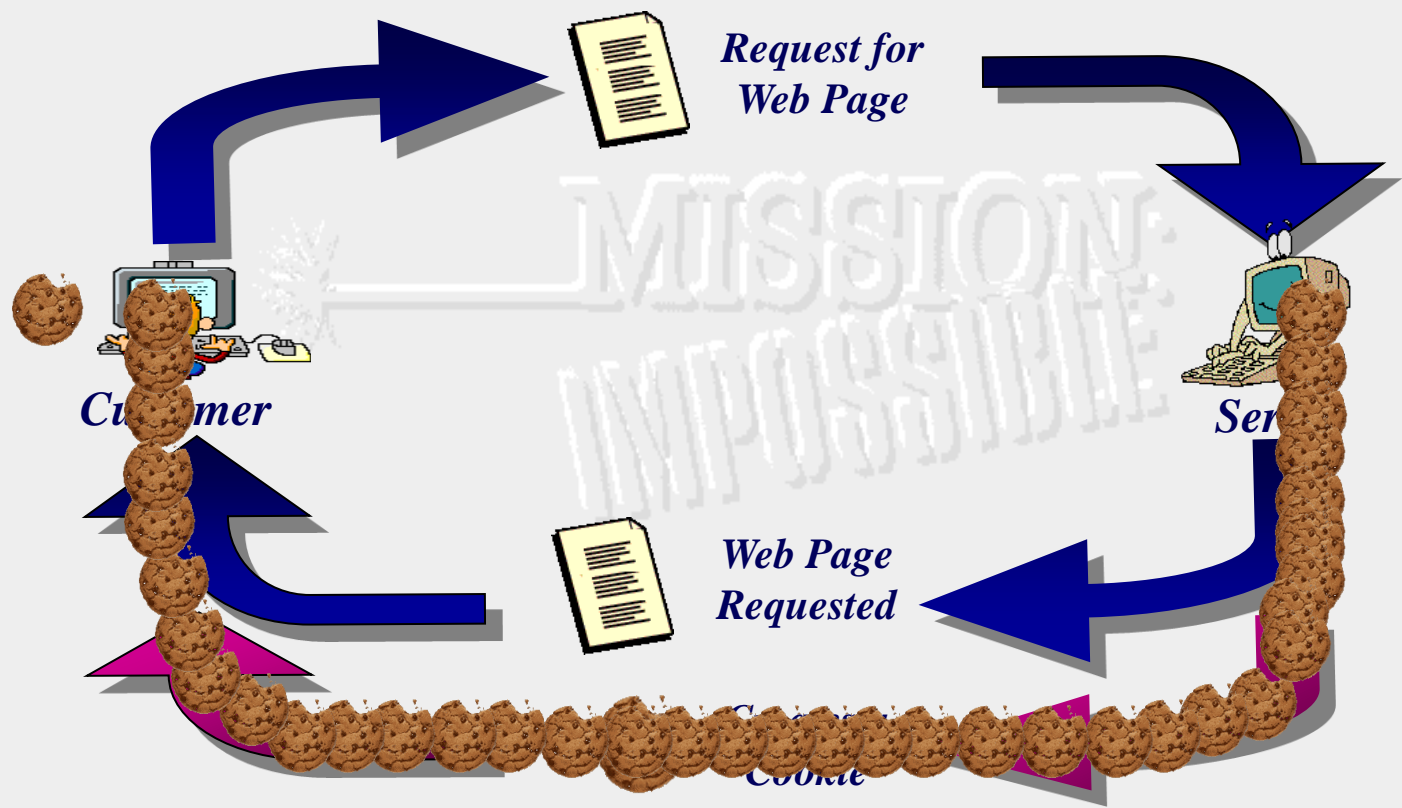
- Nonfiction
- Rock
- VHS Television & Documentary
- DVD Science Fiction & Fantasy
- Stuffed Animals & Toys
- Computer Add-Ons

More New Releases

Movers & Shakers

- 3,966%
- [I Love You, Ronnie](#) by Nancy Reagan, Ronald Reagan
- 10,212%

Cookies – How Do They Work?



amazon.com.



YOUR ACCOUNT

HELP

WELCOME

DIRECTORY

TODAY'S FEATURED STORES

BOOKS

NEW CARS

COMPUTER & VIDEO GAMES

VIDEO

LAWN & PATIO

Just complete the information below so that Amazon.com can recognize you.

New to Amazon.com? Register Below.

My name is:

My e-mail address:

Protect your information with a password

This will be your only Amazon.com password.

Enter a new password:

Type it again:

[Continue](#) ▶

If you received an error message when you tried to use our secure server, sign in using our [standard server](#). If you select the secure server, the information you enter will be encrypted.

Where's My Stuff?

- Track your [recent orders](#).
- Use [Your Account](#) to view or change your orders.

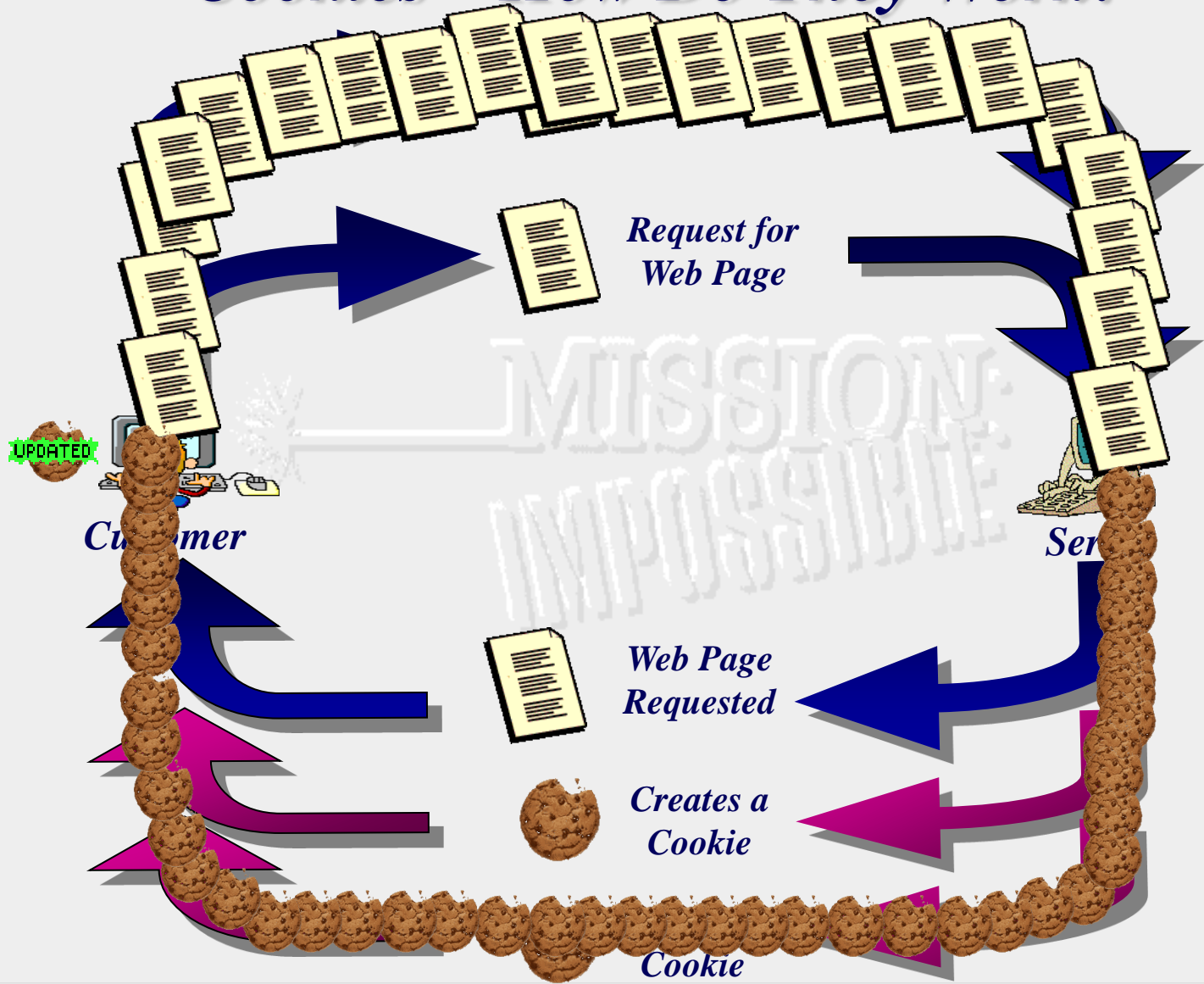
Shipping & Returns

- See our [Shipping Rates & Policies](#).
- Read our [Returns Policy](#).

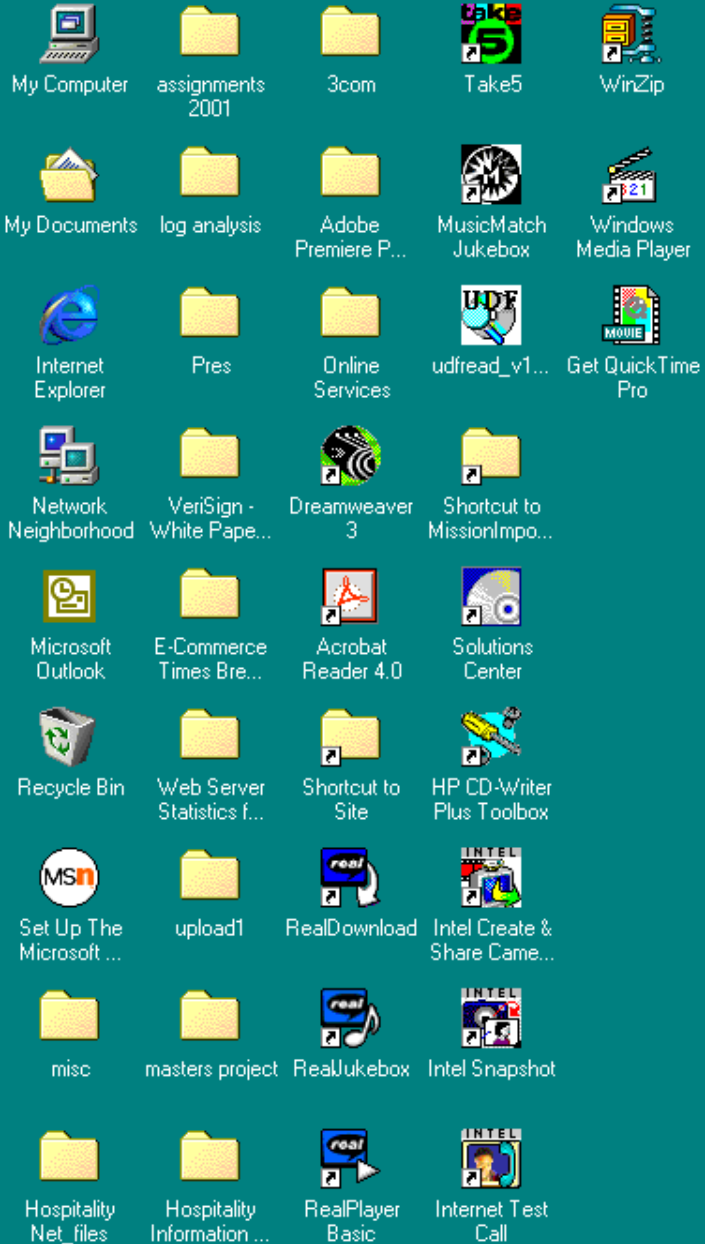
Need Help?

- Forgot your password? [Click here](#).
- [Redeem](#) or [buy](#) a gift certificate.
- Visit the [Help Desk](#).

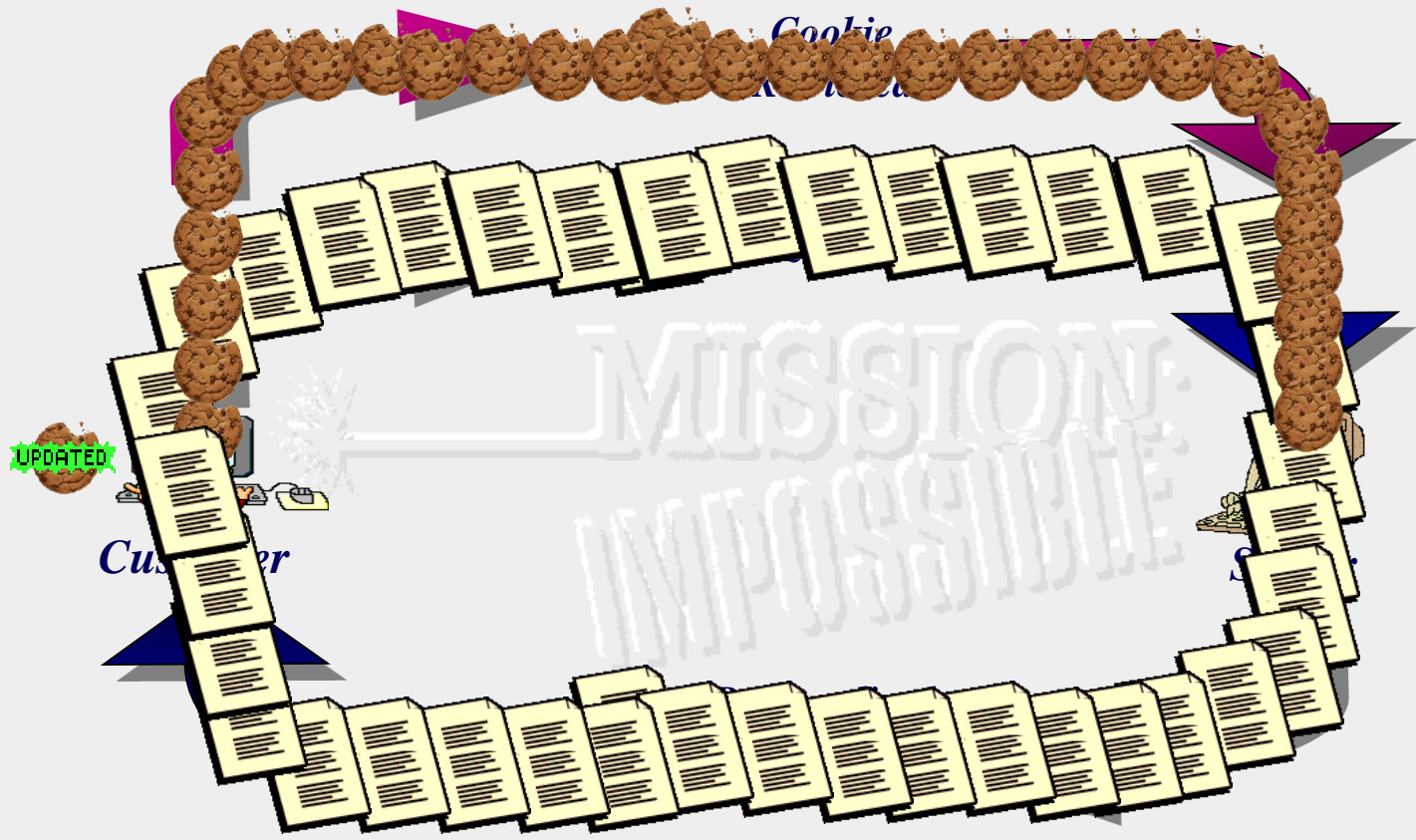
Cookies - How Do They Work?



UPDATED



Cookies – How Do They Work?



amazon.com

YOUR ACCOUNT HELP

WELCOME DIRECTORY

TODAY'S FEATURED STORES BOOKS ELECTRONICS TOOLS & HARDWARE DVD VIDEO

HOW TO ORDER GIFT IDEAS TOP SELLERS FRIENDS & FAVORITES FREE E-CARDS

- Your Recommendations
- Recommendations Home
- [Books](#)
- [Music](#)
- [DVD](#)
- [Video](#)
- [Toys & Games](#)
- [Electronics](#)
- [Software](#)
- Get Better Recommendations
 - [Rate Your Purchases](#)
 - [Revise Ratings](#)
 - [How It Works](#)



Welcome to Recommendations

Patrick Horan, here are our recommendations for you.

(Want better recommendations? [Rate your past purchases](#) or [exclude titles](#). [Learn more.](#))

In Books



[Harry Potter and the Chamber of Secrets \(Book 2\)](#)
by J. K. Rowling

Average Customer Rating: ★★★★★



[See more Book Recommendations](#)

In Music



[Gung Ho](#)
~ Patti Smith

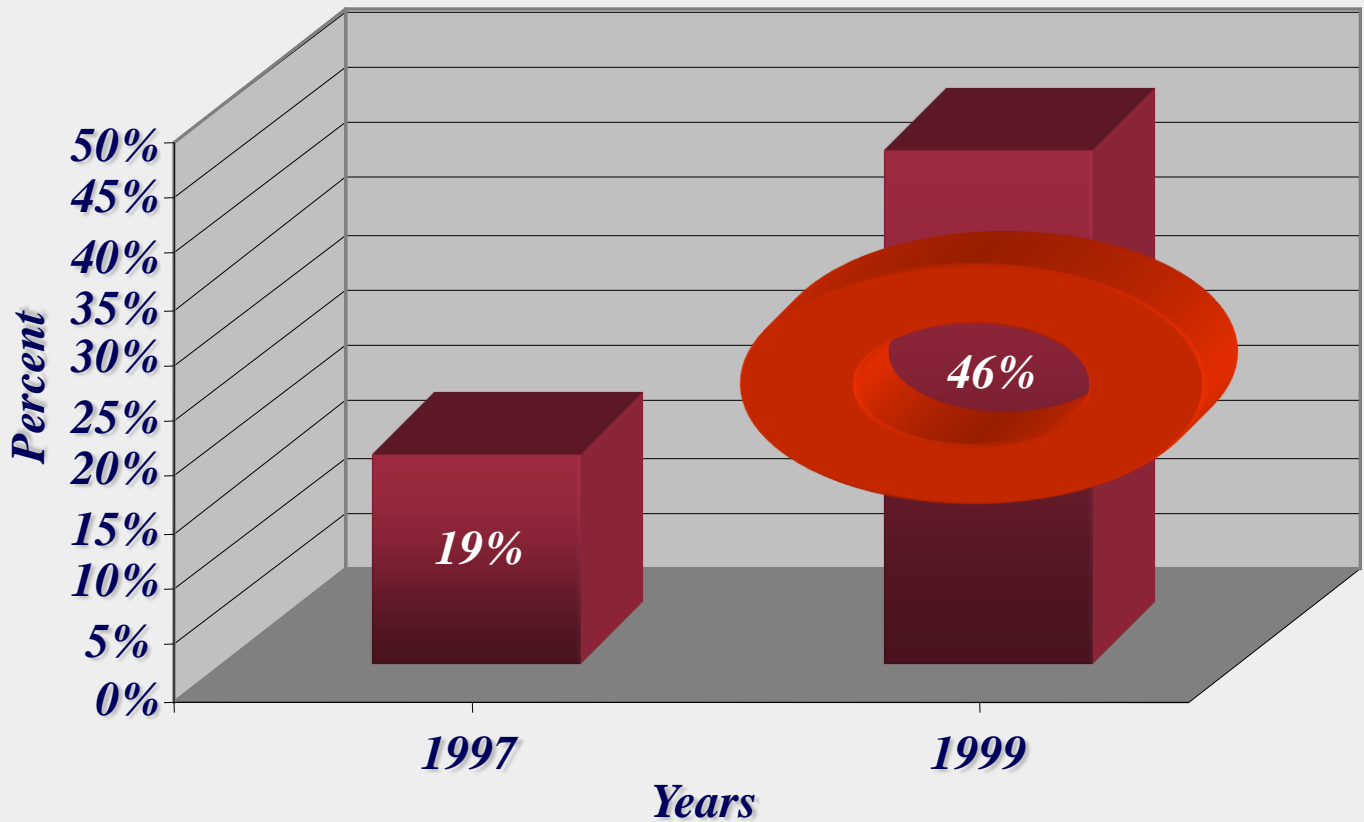
Average Customer Rating: ★★★★★



[See more Music Recommendations](#)

New for You E-mail

Visitors Who Accept All Cookies.



Why?

Cookie Monsters!



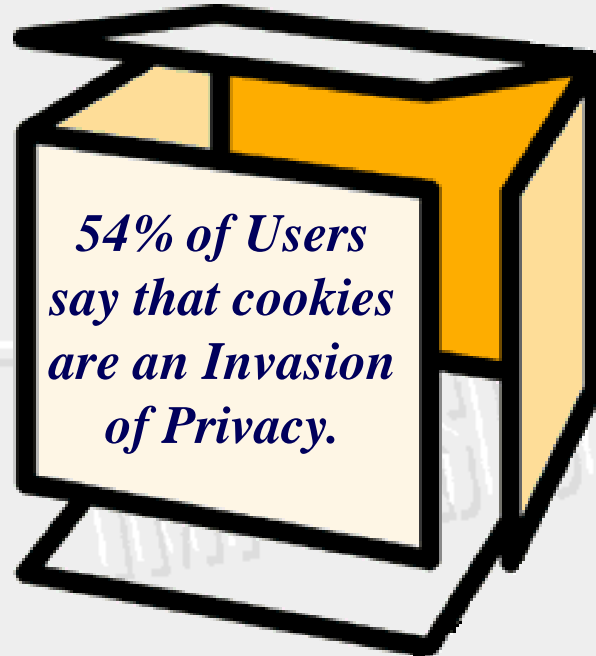
Privacy Issues

Security Issues

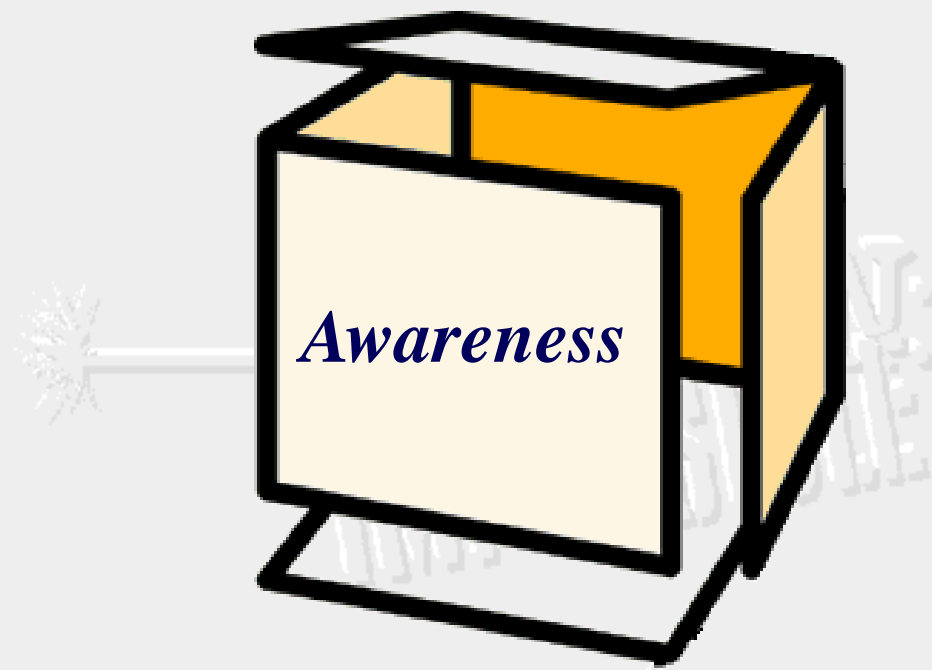
Reliability Issues



Are Cookies an Invasion of Privacy?



Are Cookies an Invasion of Privacy?



Guest History Modules
Frequent Flyer Programs
Pizza Example



Are Cookies Secure?



The New York Times
ON THE WEB



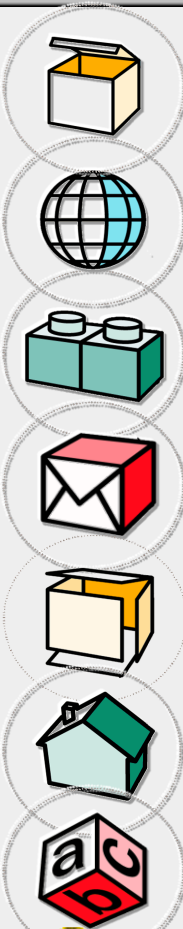
mp3.com

amazon.com.

Certain Java can make certain browsers think that the cookie is being requested by the site that created it.



Are Cookies Reliable?



Internet Options

Security Settings

Settings:

- Prompt
- Script ActiveX controls marked safe for scripting
 - Disable
 - Enable
 - Prompt
- Cookies
 - Allow cookies that are stored on your computer
 - Disable
 - Enable
 - Prompt
 - Allow per-session cookies
 - Disable
 - Enable
 - Prompt

Reset custom settings

Reset to: Medium

OK

Cancel

OK

Cancel

Apply

Address http://www.metacrawler.com/ Go

Komitet The Band Best of the Web Free Hotmail

by the new MetaCrawler Communicator for Instant Messaging.

Put MetaCrawler on Your Site

Tools & Tips

h Engines!

Only 10% of Internet Users have set their browsers to reject cookies.



Pew & American Life

[ps](#)
[line Courses](#)
[2Phone](#)
[e Web Space](#)
[Job Search](#)
[Weather](#)
[More Resources...](#)

[Mortgages and Loans](#)
[Group Buying](#)

sports

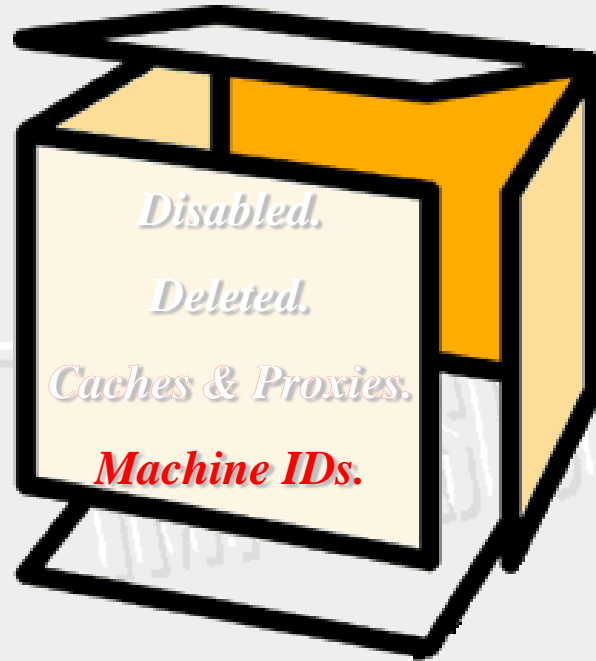
work & money

more...

[Reunions](#)
[Shopping](#)
[More Searches...](#)

BACK TO SCHOOL? SHOP HERE

Are Cookies Reliable?



Indirect Feedback.

- @ *Hit Counters,*
- @ *Cookies,*
- @ *Log File Analysis,*





```

203.216.2.201 -- [03/Aug/2000:11:29:40 -0400] "GET / HTTP/1.1" 304 - "-" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:42 -0400] "GET /Menu.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:43 -0400] "GET /Welcome.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:44 -0400] "GET /LOGO.jpg HTTP/1.1" 304 - "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:30:01 -0400] "GET /Brochure.gif HTTP/1.1" 304 - "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:30:01 -0400] "GET /Email.gif HTTP/1.1" 304 - "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:30:02 -0400] "GET /Browser.gif HTTP/1.1" 304 - "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:35 -0400] "GET / HTTP/1.0" 200 722 "-" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:35 -0400] "GET /Menu.htm HTTP/1.0" 200 2344 "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /LOGO.jpg HTTP/1.0" 200 8622 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /Brochure.gif HTTP/1.0" 200 15102 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /Browser.gif HTTP/1.0" 200 15102 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /Brochure.gif HTTP/1.0" 200 401258 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET / HTTP/1.0" 304 - "http://www.kvs-intl.com/links.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /Welcome.htm HTTP/1.0" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /Menu.htm HTTP/1.0" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /Brochure.gif HTTP/1.0" 206 2966 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /LOGO.jpg HTTP/1.0" 304 - "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /Browser.gif HTTP/1.0" 304 - "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /menu.gif HTTP/1.0" 304 - "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /director.htm HTTP/1.0" 200 5209 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /Home.gif HTTP/1.0" 200 1694 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /Next.gif HTTP/1.0" 200 9574 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /nowhis.gif HTTP/1.0" 200 146038 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
    
```

Log Files are text files generated by your server that lists each request, specific to your website, made to that server.

```

203.216.2.201 -- [03/Aug/2000:11:29:40 -0400] "GET / HTTP/1.1" 304 - "-" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:42 -0400] "GET /menu.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:43 -0400] "GET /Welcome.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:30:01 -0400] "GET /Brochure.gif HTTP/1.1" 200 2241 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:30:01 -0400] "GET /Email.gif HTTP/1.1" 200 2241 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:30:02 -0400] "GET /Browser.gif HTTP/1.1" 200 2241 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:35 -0400] "GET / HTTP/1.0" 200 2241 "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:35 -0400] "GET /Menu.htm HTTP/1.0" 200 2241 "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /LOGO.jpg HTTP/1.0" 200 9632 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /Welcome.htm HTTP/1.0" 200 3807 "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:38 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:39 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /links.htm HTTP/1.0" 200 932 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /Brochure.gif HTTP/1.0" 200 401258 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /Browser.gif HTTP/1.0" 200 15102 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
216.32.237.7 -- [03/Aug/2000:15:30:02 -0400] "GET / HTTP/1.0" 200 722 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
216.32.237.7 -- [03/Aug/2000:15:30:02 -0400] "GET /robots.txt HTTP/1.0" 404 204 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
216.32.237.14 -- [03/Aug/2000:15:36:10 -0400] "GET /enduser HTTP/1.0" 301 228 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
216.32.237.14 -- [03/Aug/2000:15:41:18 -0400] "GET /enduser/ HTTP/1.0" 200 496 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
209.150.239.51 -- [03/Aug/2000:16:07:38 -0400] "GET / HTTP/1.0" 200 722 "http://www.kvs-intl.com/links.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:38 -0400] "GET /Menu.htm HTTP/1.0" 200 2344 "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:38 -0400] "GET /Welcome.htm HTTP/1.0" 200 3807 "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:38 -0400] "GET /LOGO.jpg HTTP/1.0" 200 9632 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:39 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:41 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:41 -0400] "GET /Browser.gif HTTP/1.0" 200 15102 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:57 -0400] "GET /Brochure.gif HTTP/1.0" 200 401258 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:03 -0400] "GET / HTTP/1.0" 304 - "http://www.kvs-intl.com/links.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:03 -0400] "GET /Welcome.htm HTTP/1.0" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:18 -0400] "GET /Menu.htm HTTP/1.0" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:18 -0400] "GET /Brochure.gif HTTP/1.0" 206 2966 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:19 -0400] "GET /LOGO.jpg HTTP/1.0" 304 - "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:34 -0400] "GET /Browser.gif HTTP/1.0" 304 - "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:34 -0400] "GET /menu.gif HTTP/1.0" 304 - "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:50 -0400] "GET /director.htm HTTP/1.0" 200 5209 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:50 -0400] "GET /Home.gif HTTP/1.0" 200 1694 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:51 -0400] "GET /Next.gif HTTP/1.0" 200 9574 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:54 -0400] "GET /nowlis.gif HTTP/1.0" 200 146038 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
    
```

IP address of the visitors machine.

```

203.216.2.201 -- [03/Aug/2000:11:29:40 -0400] "GET / HTTP/1.1" 304 - "-" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:42 -0400] "GET /Menu.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:43 -0400] "GET /Welcome.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:43 -0400] "GET /LOGO.jpg HTTP/1.1" 304 - "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:30:01 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:30:01 -0400] "GET /director.htm HTTP/1.0" 200 5209 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:30:02 -0400] "GET /Home.gif HTTP/1.0" 200 1694 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:35 -0400] "GET / HTTP/1.1" 304 - "-" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:35 -0400] "GET /Welcome.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:36 -0400] "GET /director.htm HTTP/1.0" 200 5209 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:38 -0400] "GET /robots.txt HTTP/1.0" 404 204 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
194.73.252.37 -- [03/Aug/2000:13:27:39 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /links.htm HTTP/1.0" 200 932 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /Menu.htm HTTP/1.0" 200 2344 "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /Welcome.htm HTTP/1.0" 200 3807 "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /LOGO.jpg HTTP/1.0" 200 9632 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /Browser.gif HTTP/1.0" 200 15102 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /Brochure.gif HTTP/1.0" 200 401258 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
216.32.237.7 -- [03/Aug/2000:15:30:02 -0400] "GET / HTTP/1.0" 200 722 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
216.32.237.7 -- [03/Aug/2000:15:30:02 -0400] "GET /robots.txt HTTP/1.0" 404 204 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
216.32.237.14 -- [03/Aug/2000:15:36:10 -0400] "GET /enduser HTTP/1.0" 301 228 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
216.32.237.14 -- [03/Aug/2000:15:41:18 -0400] "GET /enduser/ HTTP/1.0" 200 496 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
209.150.239.51 -- [03/Aug/2000:16:07:38 -0400] "GET / HTTP/1.0" 200 722 "http://www.kvs-intl.com/links.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:38 -0400] "GET /Menu.htm HTTP/1.0" 200 2344 "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:38 -0400] "GET /Welcome.htm HTTP/1.0" 200 3807 "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:38 -0400] "GET /LOGO.jpg HTTP/1.0" 200 9632 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:39 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:41 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:41 -0400] "GET /Browser.gif HTTP/1.0" 200 15102 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:57 -0400] "GET /Brochure.gif HTTP/1.0" 200 401258 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:03 -0400] "GET / HTTP/1.0" 304 - "http://www.kvs-intl.com/links.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:03 -0400] "GET /Welcome.htm HTTP/1.0" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:18 -0400] "GET /Menu.htm HTTP/1.0" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:18 -0400] "GET /Brochure.gif HTTP/1.0" 206 2966 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:19 -0400] "GET /LOGO.jpg HTTP/1.0" 304 - "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:34 -0400] "GET /Browser.gif HTTP/1.0" 304 - "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:34 -0400] "GET /menu.gif HTTP/1.0" 304 - "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:50 -0400] "GET /director.htm HTTP/1.0" 200 5209 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:50 -0400] "GET /Home.gif HTTP/1.0" 200 1694 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:51 -0400] "GET /Next.gif HTTP/1.0" 200 9574 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:54 -0400] "GET /nowlis.gif HTTP/1.0" 200 146038 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
    
```

Date and time that the item was requested.


```

203.216.2.201 -- [03/Aug/2000:11:29:40 -0400] "GET / HTTP/1.1" 304 - "-" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:42 -0400] "GET /Menu.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:43 -0400] "GET /Welcome.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:44 -0400] "GET /Logo.jpg HTTP/1.1" 304 - "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:45 -0400] "GET /Browser.gif HTTP/1.1" 304 - "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:46 -0400] "GET /Home.gif HTTP/1.1" 304 - "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:37 -0400] "GET / HTTP/1.1" 304 - "-" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:37 -0400] "GET /Welcome.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:37 -0400] "GET /Menu.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:39 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /links.htm HTTP/1.0" 200 932 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /Brochure.gif HTTP/1.0" 200 401258 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /Director.htm HTTP/1.0" 200 5209 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
216.32.237.7 -- [03/Aug/2000:15:36:10 -0400] "GET / HTTP/1.1" 304 - "-" "Slurp so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
216.32.237.7 -- [03/Aug/2000:15:36:10 -0400] "GET /enduser/ HTTP/1.0" 301 228 "-" "Slurp so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
216.32.237.14 -- [03/Aug/2000:15:41:18 -0400] "GET /enduser/ HTTP/1.0" 200 496 "-" "Slurp so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
209.150.239.51 -- [03/Aug/2000:16:07:38 -0400] "GET / HTTP/1.0" 200 722 "http://www.kvs-intl.com/links.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:38 -0400] "GET /Menu.htm HTTP/1.0" 200 2344 "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:38 -0400] "GET /Welcome.htm HTTP/1.0" 200 3807 "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:38 -0400] "GET /LOGO.jpg HTTP/1.0" 200 9632 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:39 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:41 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:41 -0400] "GET /Browser.gif HTTP/1.0" 200 15102 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:57 -0400] "GET /Brochure.gif HTTP/1.0" 200 401258 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:03 -0400] "GET / HTTP/1.0" 304 - "http://www.kvs-intl.com/links.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:03 -0400] "GET /Welcome.htm HTTP/1.0" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:18 -0400] "GET /Menu.htm HTTP/1.0" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:18 -0400] "GET /Brochure.gif HTTP/1.0" 206 2966 "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:19 -0400] "GET /LOGO.jpg HTTP/1.0" 304 - "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:34 -0400] "GET /Browser.gif HTTP/1.0" 304 - "http://www.inhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:34 -0400] "GET /menu.gif HTTP/1.0" 304 - "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:50 -0400] "GET /director.htm HTTP/1.0" 200 5209 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:50 -0400] "GET /Home.gif HTTP/1.0" 200 1694 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:51 -0400] "GET /Next.gif HTTP/1.0" 200 9574 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:54 -0400] "GET /nowlis.gif HTTP/1.0" 200 146038 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
    
```

"GET /Welcome.htm HTTP/1.1" 304 - "http://www.inhi.com/"

Name of the item requested and where visitor requested the item from.

```

203.216.2.201 -- [03/Aug/2000:11:29:40 -0400] "GET / HTTP/1.1" 304 - "-" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:42 -0400] "GET /Menu.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:43 -0400] "GET /Welcome.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:44 -0400] "GET /LOGO.jpg HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:45 -0400] "GET /Menu.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 -- [03/Aug/2000:11:29:46 -0400] "GET /Menu.htm HTTP/1.1" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 -- [03/Aug/2000:13:27:33 -0400] "GET /Menu.gif HTTP/1.0" 200 1905 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:39 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /links.htm HTTP/1.0" 200 932 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /Menu.htm HTTP/1.0" 200 1905 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 -- [03/Aug/2000:13:27:43 -0400] "GET /Menu.htm HTTP/1.0" 200 1905 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
216.32.237.7 -- [03/Aug/2000:16:07:38 -0400] "GET /LOGO.jpg HTTP/1.0" 200 9632 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
216.32.237.7 -- [03/Aug/2000:16:07:39 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:41 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:41 -0400] "GET /Browser.gif HTTP/1.0" 200 15102 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:07:57 -0400] "GET /Brochure.gif HTTP/1.0" 200 401258 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:03 -0400] "GET / HTTP/1.0" 304 - "http://www.hvs-intl.com/links.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:03 -0400] "GET /Welcome.htm HTTP/1.0" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:18 -0400] "GET /Menu.htm HTTP/1.0" 304 - "http://www.inhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:18 -0400] "GET /Brochure.gif HTTP/1.0" 206 2966 "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:19 -0400] "GET /LOGO.jpg HTTP/1.0" 304 - "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:34 -0400] "GET /Browser.gif HTTP/1.0" 304 - "http://www.inhi.com/Welco me.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:34 -0400] "GET /menu.gif HTTP/1.0" 304 - "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:50 -0400] "GET /director.htm HTTP/1.0" 200 5209 "http://www.inhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:50 -0400] "GET /Home.gif HTTP/1.0" 200 1694 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:51 -0400] "GET /Next.gif HTTP/1.0" 200 9574 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 -- [03/Aug/2000:16:08:54 -0400] "GET /nowlis.gif HTTP/1.0" 200 146038 "http://www.inhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"

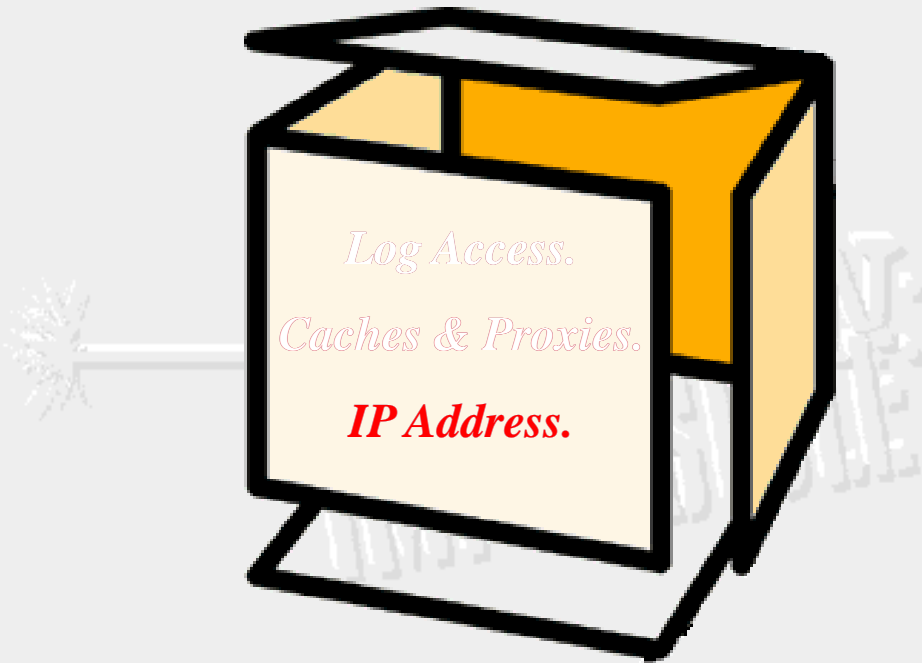
```

Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)

"Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"

**Additional Information:
Search Engine & Key Word Information.
Error Information.**

Log Jammers.



Indirect Feedback.

- ② *Hit Counters,*
- ② *Cookies,*
- ② *Log File Analysis,*

Indirect Feedback

normally provides us with quantitative information.





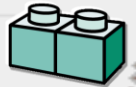
Introduction



Guide to the Internet



Feedback Methods



Direct Feedback



Indirect Feedback



Web Site



Q&A



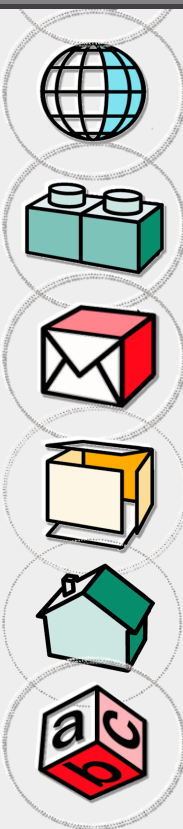
MISSION IMPOSSIBLE



Address



http://www.dmc.dit.ie/padman/



The Internet - A Tourism Perspective - Resource Page. - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward History Search Favorites Home Full Screen Discuss Copy


Address C:\Site\index.html

The Internet - A Tourism Perspective.


- [Introduction](#)
- [Courses](#)
- [The Internet](#)
- [Tourism Overview](#)
- [Methodology](#)
- [Development Process](#)
- [HTML Tutorial](#)
- [Internal Search](#)
- [Reservation](#)
- [E- Commerce](#)
- [Bridging the Gap](#)
- [Notes](#)
- [Demonstration](#)
- [Glossary](#)

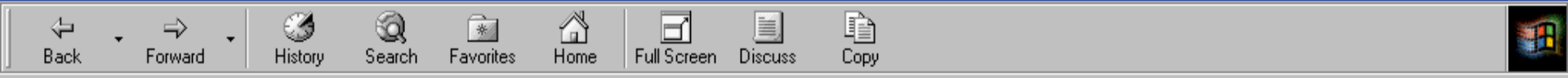
[contact us](#)

Welcome to our Internet Elective Resource Page. This Page was designed as a reference point to all students taking part in this elective who might wish to delve a little deeper into any area of Internet Development. But of course all are welcome



So Lets Dig a Bit Deeper!





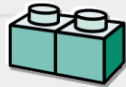
Introduction



Guide to the Internet



Feedback Methods



Direct Feedback



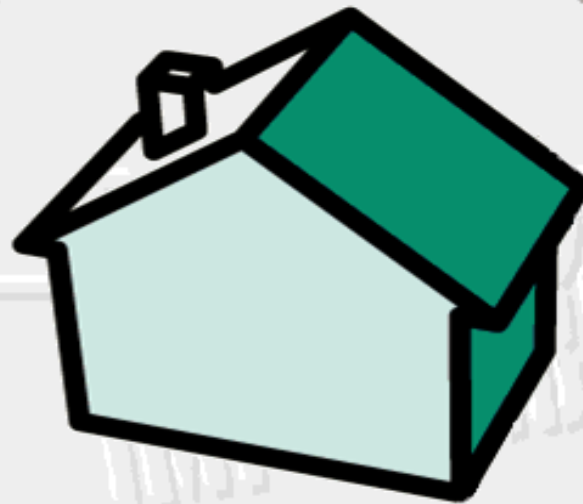
Indirect Feedback



Web Site

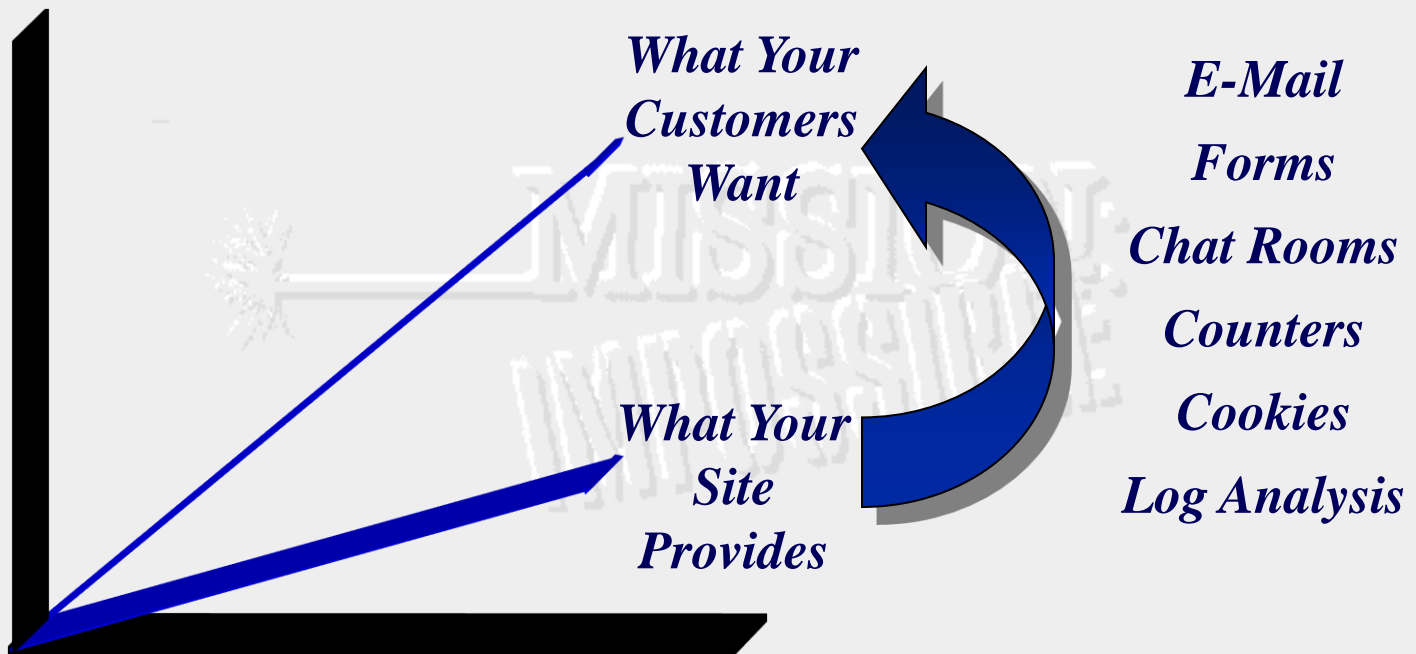


Q&A



Conclusions.

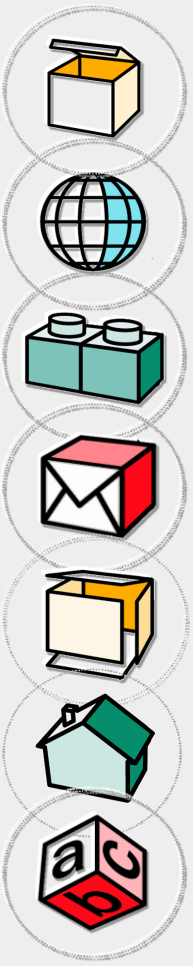
© *Feedback Methods are not always 100% accurate.*



Trends Rather Than Specifics.

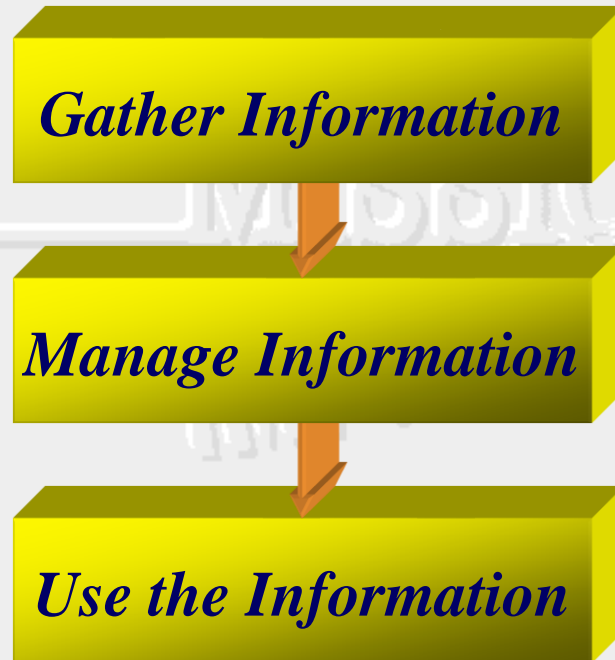
Awareness.

Best Method?

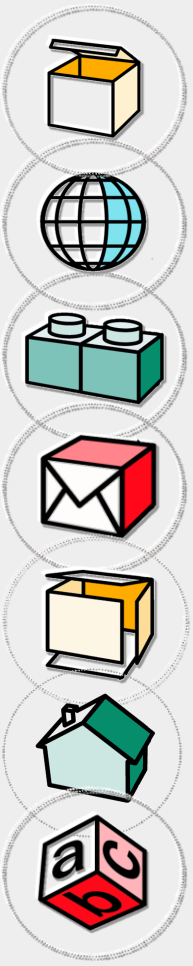


Conclusions.

- ⊙ *Feedback Methods are not always 100% accurate.*
- *Listen & Learn & Update Accordingly.*



Accommodate Don't Retaliate!



Conclusions.

- © *Feedback Methods are not always 100% accurate.*
- © *Listen & Learn & Update Accordingly.*
- © *Knowing Your Web Customer – Mission Impossible?*



Knowing Your Web Customers - Mission Impossible!



Mission Impeccable!

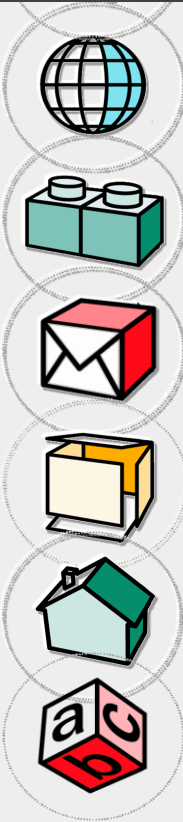


Knowing Your Web Customers - Mission Impossible!

Back Forward

History Search Favorites Home Full Screen Discuss Copy

Address  <http://www.dmc.dit.ie/padman/>





Address  <http://www.dmc.dit.ie/padman/>

MISSION: IMPOSSIBLE?

Patrick Horan
Lecturer (Hospitality IT)

DIT,
Dublin.

Patrick.Horan@dit.ie

Peter O' Connor
Assistant Professor (Hospitality IT)

IMHI
Paris

OConnor@edu.essec.fr

