



MEDIA RELEASE

9th November 2009

Cornwall's Official Tourism Website Gets a Makeover

VisitCornwall.com, the official tourism website for Cornwall, has been restyled and revamped with a fresh new look, revised navigation and improved functionality.

Image-led with a contemporary feel it encapsulates every aspect of holidaying in Cornwall whilst appealing to all visitor groups from young families to retired couples. Visitors to the new and improved site will discover improved searches, interactive mapping, enhanced listings and inspiring information as well as user generated content and an invitation to share their favourite video clips and images of the county.

VisitCornwall Web Manager, Nicky Miller, comments: "In 2008 the VisitCornwall website had over one million visits, in 2009 we reached that milestone by the end of August and are set to be at least 35% up on traffic by the end of the year. The website serves as a phenomenal marketing tool. For thousands of potential visitors it provides the first image of Cornwall and so getting the design, content and functionality right is vitally important.

"We hope the new site will further inspire prospective visitors to the county and do more to convert initial interest to confirmed bookings for our members."

Hayle based design consultancy, Nixon, were responsible for the style transformation whilst New Mind, the largest supplier of destination websites in the UK, built the site and provided the content management system. Richard Veal, Managing Director of New Mind, said: "One of the

criticisms often levied at tourism websites is the lack of genuine content but VisitCornwall.com excels in this area as it is richly populated and up-to-date.

"I am delighted that VisitCornwall is not resting on their laurels and have invested still more time and effort to produce a truly world-class visitor portal for the region. The inclusion of dynamic mapping and YouTube video feeds are two key features that set the site apart and I have every confidence that the current record for visits to the site will be beaten by some margin in 2010, delivering real value to Cornwall's tourism economy."

Local tourism businesses that are part of the VisitCornwall membership scheme benefit from a listing on VisitCornwall.com and have their entry linked to partner websites such as VisitBritain and EnjoyEngland, as well as having their availability accessible to Tourist Information Centre's across the South West. Many VisitCornwall members have welcomed the launch of the new site, and had the following to say:

"Looks brilliant, I like it very much. Well done".

Judy Uden, Sunnyvale B&B

"It looks fantastic, especially the videos".

Rita Dyton, Rosudgeon Farm Holiday Cottages

"The new site looks very impressive, much smarter and up-to-date".

Richard & Pauline Scott, Hunter's Vean

"Have just checked out the new web site and it looks great, really up to date and modern".

Helena Payne, Oakroyd

"Congratulations - it is a great new bright looking website!"

Clive Ffitch, Redgate Smithy B&B

If you are a tourism business and are interested in becoming a member of VisitCornwall and being listed in the new website call 01872 322905 or email membership@visitcornwall.com. Or why not get involved by sending your best YouTube video clips on Cornwall and your favourite images to mycornwall@visitcornwall.com.

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Notes to Editors

VisitCornwall is a part of Cornwall Development Company, the economic development service for Cornwall Council. VisitCornwall undertakes the destination marketing function for Cornwall and promotes the areas distinctive qualities to the domestic market and key international markets through targeted marketing campaigns each year, focusing on the Spring, Autumn and Winter.

Images

The image accompanying this press release shows a user searching the new VisitCornwall website. Generic images of Cornwall and those used on the website are available upon request.

Further Information

For further information or to arrange interviews please contact:

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