



Case Study

www.visitlancashire.com

VisitLancashire.com positions the Lancashire and Blackpool Tourist Board (LBTB) at the forefront of web technology, introducing the county to new markets, improving personal contact with existing visitors and providing a platform for interaction and collaboration.

We review the success of New Mind's partnership with the organisation and some of the key stages in the development of LBTB's online marketing strategy during that time.

The Client

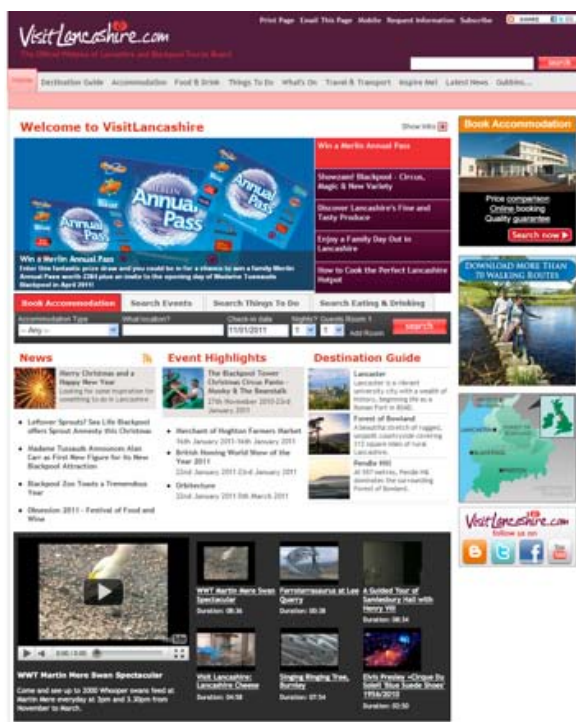
The acquisition of LBTB as a client back in 2002 represented a major milestone in New Mind's evolution, providing a gateway to the tourism sector and the opportunity to extend the reach of the first of many UK tourism destinations.

LBTB initially contracted New Mind to implement a Destination Management System and to design and develop a website which would extol the virtues of the county's many rich and varied assets. In 2006 the site was revisited for a design makeover and in 2009 the branding and functionality was completely overhauled, exploiting a host of innovative new features and functionality.

The Brief

New Mind's brief for the latest version of www.visitlancashire.com included the following key requirements:

- Visitors should be able to actively participate and interact as part of an online community, rather than simply retrieving information
- The site's content should be engaging, utilising inspirational imagery and informative content to exploit the county's diverse tourism offering
- In-house staff should be empowered to take control of the site's content, incorporating user generated content.



Case Study

www.visitlancashire.com

The New Mind Solution

New Mind's e-Tourism solution has been implemented comprising:

- **Destination Management System** - a complete set of management, marketing and fulfilment tools with a central product, business and visitor database at its core
- **eCMS (Enterprise Content Management System)** – providing the LBTB marketing team with unprecedented control over the site's content and functionality
- **Website Design and Development** – inspiring visitors to explore the region and persuading them to keep going back utilising all the most innovative techniques and functionality available
- **Online marketing** – ongoing search engine optimisation to increase visitor numbers and improve rankings for key Lancashire keywords/phrases in the major search engines.

The Results

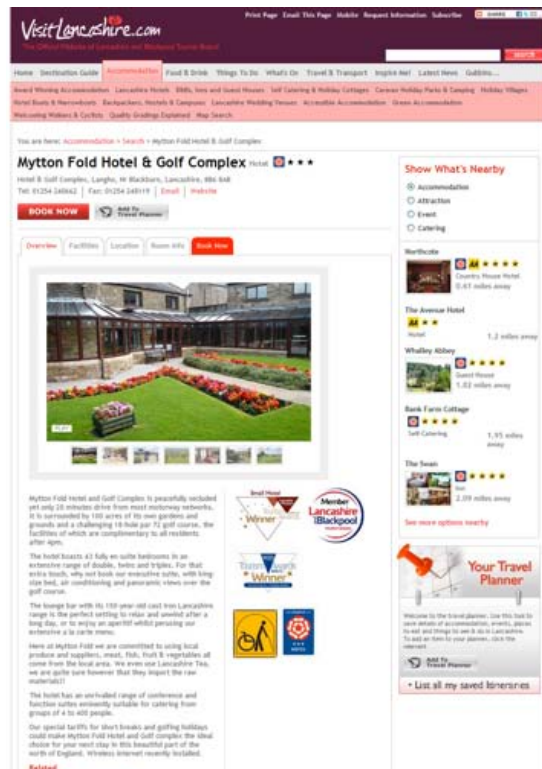
A fresh new look, engaging content, seamless navigation and stunning new photography provides a springboard to promote Lancashire's tourism providers.

Visitors can browse through news, video, editor's picks, event highlights or simply click on 'Inspire Me' for ideas and tempting offers.

The Destination Guide provides instant access to some of Lancashire's favourite towns and villages, with details on their location and proximity for easy trip planning.

New Mind's Dynamic Mapping functionality utilises Microsoft's Virtual Earth and Bird's Eye View technology to allow visitors to plot search results for accommodation and attractions on a map and view their geographical relationship

The locations based search interface allows visitors to search for accommodation, attractions and events in the location that they wish to visit by simply starting to type its name into a free text box.



Social Media has proved to be an instant success with visitors actively participating in providing and sharing information in a fast-growing online community through sites such as twitter and Facebook. User generated content from a variety of online sources including YouTube is featured.

Real time prices for accommodation are shown within search results and price comparisons and availability for Lancashire's quality accredited accommodation products are displayed from LateRooms, Active Hotels, Superbreak and other high profile booking sites.

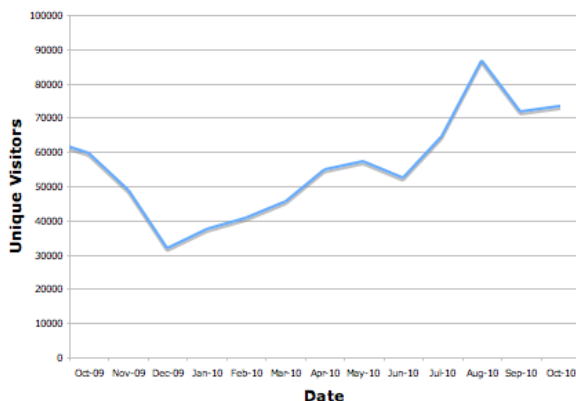
Tabbed views on product pages provide seamless navigation through a wealth of product information including images, maps and guides and a useful 'what's nearby' feature.

Events are the main driver for traffic on the site with annual highlights such as Bonfire Night generating more than 10,000 unique visitors in a single day. In November 2010 www.visitlancashire.com was averaging at around 75,000 unique visitors per month, a 30% increase on the same time last year.

Case Study

www.visitlancashire.com

VisitLancashire.com



Customer Testimonial

Cilla Lowe, New Media Executive at LBTB comments:

"New Mind's knowledge of the marketplace and our long term relationship means that they understand our needs. Their focus on empowering their customers to take control of their sites has been a key factor in our success. As a result www.visitlancashire.com is rich in content allowing us to continually deliver value to our visitors and entice them to return. This, combined with our ability to include user-generated content by incorporating all of the social media tools at our disposal, ensures that the site's rankings in the natural search engines remain consistently high."

In November 2009 visitors to the site were asked to complete a short online survey. This is just some of the positive feedback received:

- 96% found the site visually appealing and easy to navigate
- 98% were happy to recommend the site to others
- Over 95% reported that their time on the site was satisfying and 97% said that they would be likely to return in the future.

This is a site where the visitor comes first; depth and quality of content combined with appropriate use of technology create a site which visitors want to return to again and again.