



Case Study

www.visitbrighton.com

VisitBrighton.com inspires, informs and motivates visitors to choose one of Europe's most vibrant, colourful and creative destinations for a short break or visit.

The Client

VisitBrighton is part of Brighton and Hove City Council and is the official tourism unit for Brighton and Hove. Tourism is a vital contributor to the area's economy, bringing in over £650Million in direct revenue and supporting around 13,500 FTE jobs a year.

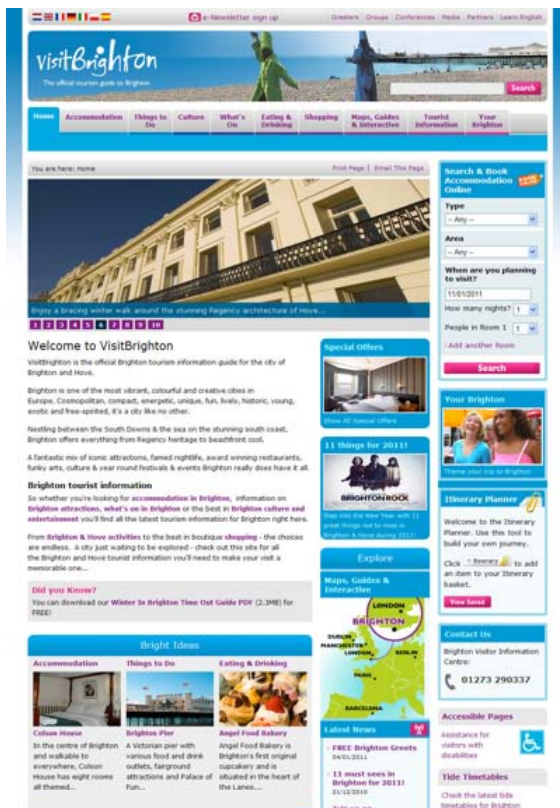
VisitBrighton wanted to work with a supplier that understood their brand values, was capable of moving with them and would be able to keep the destination ahead of the game.

New Mind was selected to deliver a new website and Destination Management System (DMS) following an intense tender process involving several prospective suppliers. The organisation was particularly impressed by the capabilities of New Mind's eCMS (Enterprise Content Management System).

The Brief

You might think that attracting visitors to a destination such as Brighton and Hove is a simple task. After all, with unique Regency architecture and famous attractions such as Brighton Pier, this popular British seaside city already welcomes more than 8 million visitors a year.

But for John Carmichael, Marketing Manager at VisitBrighton, the job was about more than getting people to visit - "it's about getting them excited, and helping them build the perfect experience."



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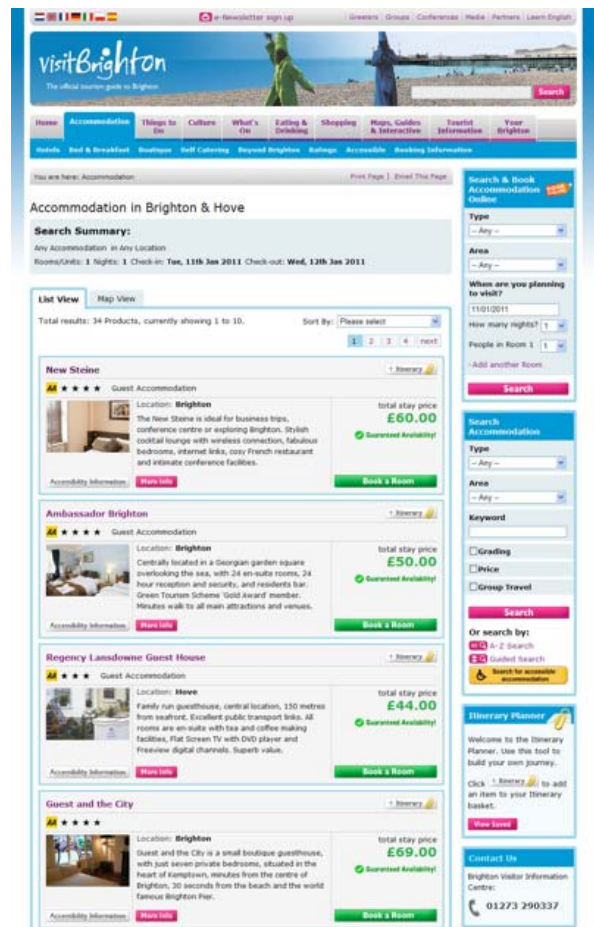
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VisitBrighton's brief stated that the new website and DMS to deliver the following:

- a distinctive cutting edge design that sets Brighton apart and reflects the cosmopolitan, free thinking, creative and energetic nature of the city
- a look and feel which would inspire VisitBrighton's target market ie. 25-40 year old, high spending 'Cosmopolitans' with a high level of internet usage and high expectations in terms of functionality and design
- an intuitive booking process with clear calls to action on every page.
- the capacity to store vast volumes of product data, capable of being organised in a way in which contact centres and site visitors can gain instant access to relevant information
- access to wider international markets by enabling the distribution of data to a network of tourism partners
- act as a showcase for local businesses including hotels, attractions and shops, allowing visitors to plan itineraries and view their plans on a map
- the ability to track return on investment from marketing campaigns i.e. volumes of enquiries and bookings resulting

The New Mind Solution

- **Website Development** – www.visitbrighton.com plus five channel sites for Learn English, Conference, Groups, Partners and Media
- **Destination Management System (DMS)** - a complete set of management, marketing and fulfilment tools with a central product, business and visitor database at its core
- **eCMS** - empowering in-house team to populate the site with up-to-the-minute content, seasonal campaigns, event highlights, offers, etc
- **Dynamic Mapping** utilising Microsoft's Bing Maps for Enterprise solution and the Photosynth advanced imagery technology



The Results

The resulting site provides a perfect balance of style and substance with no compromises being made on functionality or usability.

Stunning imagery, interactive features, local feeds (weather and tide times), competitions and themed ideas and tips, all powered by New Mind's innovative DMS, aim to inspire, inform and enable the visitor, whatever their interest.

The 'Top 50 Things to Do in Brighton' provides a showcase of the destinations diverse attractions, for everyone from culture vultures to sport lovers.

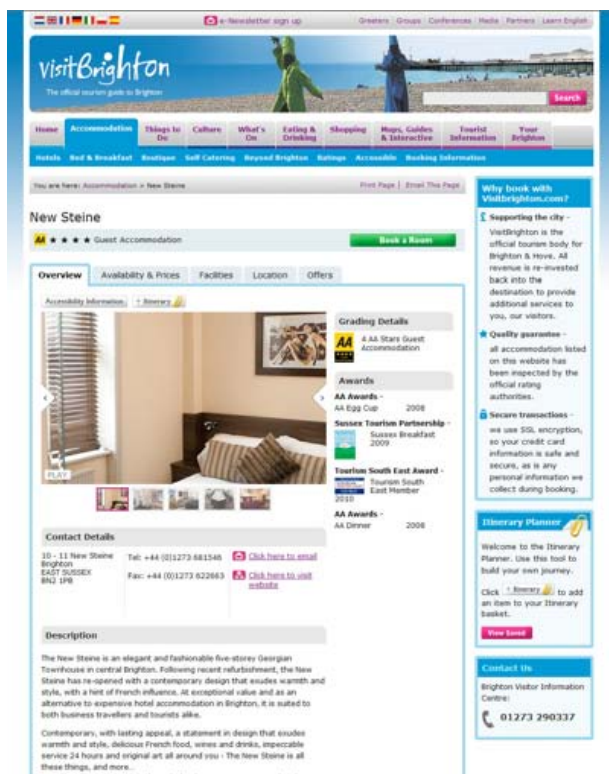
The simplicity of New Mind's Enterprise Content Management System (eCMS) has enabled over 1000 pages of content to be added by the VisitBrighton in-house team, boosting their expertise and providing a truly rich experience for visitors.

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New Mind's combined web and DMS solution provides Brighton's trade partners with access to multiple marketing opportunities including banner advertising, special offer promotions and featured products.

The site uses mapping technology to best effect, allowing the user to plan their visit by viewing their chosen products, searches and itineraries on a map. Local businesses around Brighton can literally put their name on the map by uploading images, text and links with their product information.



The integration of Microsoft's Photosynth software (together with a digital camera and a bit of creativity) facilitates photo sharing by allowing digital photographs to be analysed for similarities, 'stitching' them together and transforming them into a three-dimensional, 360-degree cinematic experience.

The online booking process is clear and intuitive, aiming to remove any barriers which would deter the visitor from booking accommodation or tickets for attractions or events. Bookings increased by more than 120% month on month subsequent to the launch of the new site.

Customer Testimonial

Marketing Manager of VisitBrighton, John Carmichael comments:

"Brighton is a truly unique and cosmopolitan city with a wealth of assets to offer the visitor so it was critical for us that our website reflected this in every way. The team at New Mind understood the Brighton brand values and created a website that informs and compels visitors to experience it for themselves. The intuitive nature of New Mind's eCMS has proved particularly beneficial in allowing us to ensure that the site is continually updated with new content and the depth of functionality provided by the DMS forms the foundations to enable our tourism businesses to capitalise on our success."