



CASE STUDY

VISITENGAND – BETTER TOURISM WEBSITE

COMPANY DETAILS

VisitEngland is an HM Government run initiative, part of the Department of Culture, media AND Sport (DCMS), which promotes tourism within and to England.

SERVICES PROVIDED

Online platform development, hosting and ongoing support. Over 500 tourism businesses and 20 regional tourism partnerships were involved with different levels of access.

THE CHALLENGE

As part of its remit to support tourism businesses within England, VisitEngland was keen to promote green/sustainable tourism.

VisitEngland wanted to provide a free-to-use tool for tourism businesses around the country to be able to access sustainability information (some of which would be "local" provided by their local tourism board) and also to assess the s of their own operations. The tool was to identify areas where more sustainable operations could be a possibility and point the businesses in the right direction to access information to support this. The tool also allowed the businesses to monitor their progress, create sustainability plans and work towards green certification. Much of the sustainability content was provided by VisitEngland's partner, Oxford Brookes University.

OUR SOLUTION

Our solution was based on an ASP.NET coded web application, MySQL database, powerful search tools and extensive reporting tools. We provided hosting and ongoing support services throughout the assessment periods. We worked closely with Oxford Brookes University for content and an external graphics company.

SCREENSHOTS

