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Immediate Use

SCOTTISH TOURISM WEBSITE OUTPERFORMS UK RIVALS

VisitScotland.com, Scotland's national tourist bookings and information organisation, has come out top of the rankings in research revealed in the latest issue of the Tourism Society Journal.

VisitScotland.com scored the highest marks in a critique for the worldwide journal which assessed four national websites including VisitBritain.com, nationaltrust.org.uk and english-heritage.org.uk.

The site was consistently marked high on the quality of its homepage, the ability to access information, calls to action and on search engine performance.

Michael Anderson, Managing Director of Web Marketplace Solutions Limited, who conducted the research, commented;

"Communicating and providing access to such diverse and rich content is a challenge for organisations not least Culture and Heritage sites in this review. The most successful implementation in our view is VisitScotland.com. It inspires the web visitor, while providing easy access in a consistent manner to key information and provides plenty of reasons to return.

"While the other sites have rich content, they suffer mainly from either poor or confusing navigation which may simply be down to the evolutionary manner in which many sites have been forced to develop. Search engine optimisation is generally poor which is a shame given the richness and relevance of the content to the public as a whole."

VisitScotland.com welcomed the research. Marco Truffelli, Chief Executive commented;

"This research confirms that the "one stop shop" model adopted in Scotland is best for the consumer and therefore the tourism industry. If consumers are happy with the website, this converts to bookings and our tourism economy continues to thrive."

The Tourism Society is the professional membership body for people working in all sectors of the visitor economy. With around 1200 members in the UK and worldwide, the Society was founded in 1977 with the aim of driving up standards of professionalism in a fast-growing global industry which can have major social, economic and environmental impacts on communities and nations.

-ENDS-

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Notes to Editors

- VisitScotland.com is the UK and Ireland's most successful national tourism website attracting more visitors than the national websites for England, Wales and Ireland combined. The site will attract 16 million visits and 7 million unique users in 2007. 70% of these are interested in booking accommodation.
- VisitScotland.com is consistently ranked in the top 25 of all travel and destination sites and user sessions have more than doubled in the last two years.
- VisitScotland.com is the trading name for eTourism Ltd, the private public partnership formed in 2002 to deliver tourism bookings for Scotland. The company works in partnership with VisitScotland to provide comprehensive information on accommodation, visitor attractions and local information.
- The company, formed as a PPP, is owned by VisitScotland (36%) Atos Origin Ltd, a global technology company (7%), Tiscover, the world's leading provider of tourism website and destination management technology (35%) and Partnerships UK (22%).
- VisitScotland.com works with over 9,000 accommodation suppliers across the country to help visitors find and book a place to stay. Hoteliers wishing to market their properties via the website and contact centre can provide the company with an allocation of rooms to sell to the market. VisitScotland.com has sold over £60 million of bookings in total since launching in November 2002.
- www.visitscotland.com
- www.tourismsociety.org