



Approved

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## **INTERNET TOURISTS TARGETED AS SCOTLAND'S WEB CAMPAIGN TAKES OFF**

Around 6,000 hotels, bed and breakfasts and guest houses in Scotland are being urged to adopt a revolutionary internet booking product as part of plans unveiled today by VisitScotland.com.

Named "Web in a Box" the product allows accommodation providers to channel more tourism bookings online by creating a commercial website which can manage bookings and availability while feeding live to the VisitScotland.com portal.

It is part of wide-ranging activity by the national bookings and information centre to make Scotland an internet-ready destination armed to handle the increasing demand from visitors for online bookings.

Marco Truffelli, chief executive, of VisitScotland.com commented:

"The internet continues to revolutionise the way consumers buy tourism in Scotland and around the world. It's vital that Scotland gets ahead of the competition by offering tourists up to date and accurate internet based information which enables them to be engaged, informed and persuaded.

"Web in a Box is a revolutionary step forward in how we sell Scotland. In under an hour and half, accommodation owners can create their own commercial website from which to showcase their rooms to every computer user in the world which is linked into the VisitScotland.com sales channels.

"More than that, it also allows accommodation providers to e-collaborate with other business. We are encouraging those getting involved to develop their own online marketing packages with local attractions, experiences or travel companies so the visitor has lots of information live and online. It really has enormous potential and has been received very positively."

The No 45 B&B in Edinburgh has taken up VisitScotland.com on their offer and was one of the first accommodation businesses to test out the new product.

Irene Cheape who runs the bed and breakfast with her husband commented;

“Now I understand how to use it, it’s really very good. It’s got flexibility and allows me to create exactly what I want and see exactly where our bookings are straight away. I’m online now about 3 or 4 times a day and I get regular bookings which just come in. Once they are confirmed, I will email the guest and let them know we’ve got them in the diary.”

Web In a Box allows the accommodation owner to do the following:

- Complete all their own website information including text, graphics and images in their own unique style and preferred layout.
- Link all accommodation availability to the VisitScotland.com sales channels including the main website, the contact centre and every Tourist Information Centre in Scotland.
- Encourages direct contact with the visitor from the moment the online booking is confirmed

Providers will be charged a small registration fee for Web in a Box calculated at £10 per bed per year and sold as part of a range of marketing opportunities by VisitScotland. Bookings which are made through Web in a Box on the provider’s own website are not charged commission. 8% commission is charged for website bookings handled through the VisitScotland.com portal.

Web in a Box was first unveiled as a concept at the Scotland United conference in 2005 by CEO Marco Truffelli who has since been working on delivering a new technology platform capable of meeting his ambitions for the business.

VisitScotland.com is the trading name of ETourism Ltd, a private limited company set up as a public private partnership in 2003. Since launch, the company has delivered over £60 million worth of tourist bookings to Scotland via its website and contact centre.

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