



VisitEngland launches drive to revolutionise visitor information via Twitter

- **New hub is a tourism-first: create a tailored local experience with real-time tweets from England's tourism experts**
- **Access instant information about destinations across the country via www.realtimetravelguide.co.uk**

02 June 2015: VisitEngland, the national tourist board, has launched RealTimeTravelGuide.co.uk, a new online hub allowing users to tailor their break using real-time tweets from England's tourism experts. The move reflects the trend by travellers to find real-time information online.

Teaming up with Tourist Information Centres (TICs) and local destination organisations from across the country, this new service aims to revolutionise how local tourism organisations and businesses share information to consumers via Twitter; bringing together a hive of real-time information for people researching things to do on holiday, planning a weekend, day trip, or making plans whilst already there.

A quick search reveals a map of England pin-pointing local Twitter handles providing real-time information. Users can search the site by destination or by interest, to find relevant local information that can help them get more out of their visit - from the latest news about local restaurants, seasonal activities, upcoming events and special promotions.

James Berresford, VisitEngland's Chief Executive says; "This is an exciting and pioneering project and a tourist board first. We know consumers are increasingly using social media to find information and although a lot of information is already out there, this new site draws it all together to benefit everyone – providing destinations with a way to

engage consumers online; support for SMEs who can share information on their product and services; and ultimately provide visitors with real-time information.”

James Berresford continues; “This is just the beginning. Our ambition is for this to become the go-to hub for visitor information - a vibrant, evolving online community that will inspire the modern consumer with relevant and timely information whatever their interest, and wherever they go in England.”

Will Scougal, Head of Brand Strategy, Twitter UK says; “It's fantastic to see VisitEngland power the #RealTimeTravelGuide with engaging Tweets to create an innovative tool for the public and local businesses to explore destinations across the country”.

Tracey Crouch, MP, Tourism Minister says “This is an innovative tool to help visitors find out about the many great destinations on offer across England. Modern travellers want to have the latest information about local attractions at their fingertips on social media. In a highly competitive market, taking a cutting-edge approach will give travellers a great experience of everything England has to offer.”

With 34 towns and 68 destination organisations already on board, VisitEngland hopes to grow this online community to cover the entire country. Each TIC involved and Destinations Management Organisation involved* has worked hard to engage a community of enthusiastic local businesses providing their most up to date information on new products and activities taking place in the area for visitors to enjoy.

From the outset of this project, VisitEngland worked closely with TICs across England providing them with a registered Twitter handle and guidance on how to maximise the power of Twitter, including holding a number of workshops on how best to use the Twitter platform.

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Notes to Editors:

- There is no cost to those that wish to participate in this initiative.
- TICs play an incredibly important part of the visitor's journey in terms of sourcing information. An estimated 33 million visits and 20 million enquiries were received by England's 400 TICs in 2012.

• *DESTINATIONS ACROSS THE COUNTRY SIGNED UP TO REALTIMETRAVELGUIDE.CO.UK	
TOURISM INFORMATION CENTRES	
BEVERLEY	@moreBeverley
BOWNESS	@moreBowness
BRIDLINGTON	@moreBridlington
CHESTERFIELD	@ChesterfieldVIC
DORCHESTER	@DorchesterTIC
DOVER	@VisitDover
DURHAM	@moreDurham
GLOUCESTER	@moreGloucester
GRAVESHAM	@GoGravesham
GREAT YARMOUTH	@GYTouristInfo
GREENWICH	@GreenwichTIC
GUILDFORD	@GuildfordTIC
HARROGATE	@moreHarrogate
KESWICK	@moreKeswick
LANCASTER	@moreLancaster
LAVENHAM	@moreLavenham
LEEDS	@moreLeeds
LIVERPOOL	@moreLiverpool
MORECAMBE	@more_Morecambe
NEWARK	@moreNewark
NORWICH	@moreNorwich
NOTTINGHAM	@NottinghamTIC
PETERSFIELD	@morePetersfield
POOLE	@more_Poole
RIPON	@moreRipon
SAFFRON WALDEN	@swtic
SHEFFIELD	@moreSheffield
STOWMARKET	@moreStowmarket
SWANAGE & PURBECK	@DiscoverPurbeck
TAUNTON	@moreTaunton
TEWKESBURY	@moreTewkesbury
TORQUAY	@moreRivieraInfo
ULLSWATER	@moreUllswater
WARWICK	@moreWarwick
DESTINATIONS ORGANISATIONS	
BOURNEMOUTH TOURISM	@BournemouthInfo
COTSWOLD TOURISM	@CotswoldsInfo
DARTMOOR NATIONAL PARK	@moreDartmoor
ENGLISH RIVIERA	@EnglishRiviera
ENJOY STAFFORDSHIRE	@enjoyStaffs
EXMOOR NATIONAL PARK	@exmoorNP
EXPERIENCE NOTTINGHAMSHIRE	@experiencenotts
1066 COUNTRY	@Visit1066
ISLE OF WIGHT	@VisitIOW
VISIT KINGSTON	@kingstonfirst
LAKE DISTRICT NATIONAL PARK	@lakedistrictnpa
LOVE MIDDLESBROUGH	@Lovembro
NEWCASTLE GATESHEAD	@altweet_pet

NORTHUMBERLAND NATIONAL PARK	@northumberlndNP
NORTH YORK MOORS	@northyorkmoors
OXFORDSHIRE COTSWOLDS	@OxCots
SHAKESPEARES ENGLAND	@ShakespearesEng
SHERWOOD FOREST	@homeofrobinhood
SHROPSHIRE TOURISM	@ShropTourism
SUSSEX BY THE SEA	@sussexbythesea1
THE BROADS NATIONAL PARK	@enjoythebroads
THE SUFFOLK COAST	@thesuffolkcoast
VISIT BARNSLEY	@VisitBarnsley
VISIT BATH	@VisitBath
VISIT BIRMINGHAM	@visit_bham
VISIT BLACKPOOL	@visitBlackpool
VISIT BRADFORD	@VisitBradford
VISIT BRIGHTON	@Love_Brighton
VISIT BRISTOL	@VisitBristol
VISIT CAMBRIDGE	@VisitCambs
VISIT CHESHIRE	@VisitCheshire
VISIT CORNWALL	@ILoveCornwallUK
VISIT DERBY	@VisitDerby
VISIT DORSET	@dorsettourism
VISIT DURHAM	@thisisdurham
VISIT EAST LINCOLNSHIRE	@VisitEastLincs
VISIT EASTBOURNE	@visiteastbourne
VISIT HAMPSHIRE	@VisitHampshire
VISIT HARROGATE	@VisitHarrogate
VISIT HEREFORDSHIRE	@VisitHfds
VISIT HULL & EAST YORKSHIRE	@VHEY_UK
VISIT ISLE OF SCILLY	@VisitIOS
VISIT KENT	@VisitKent
VISIT LANCASHIRE	@VisitLancashire
VISIT LEEDS	@VisitLeeds
VISIT LINCOLN	@VisitLincoln
VISIT LONDON	@VisitLondon
VISIT MANCHESTER	@Visit_mcr
VISIT NORTHUMBERLAND	@Visitnland
VISIT NORWICH	@VisitNorwich
VISIT OXFORD & OXFORDSHIRE	@VisitOxfordshir
VISIT PEAK DISTRICT	@vpdd
VISIT RICHMOND	@Visit_Richmond1
VISIT SHEFFIELD	@VisitSheffield
VISIT SHREWSBURY	@VisitShrewsbury
VISIT SOUTH DEVON	@visitsouthdevon
VISIT SOUTH EAST ENGLAND	@VisitSEEngland
VISIT SOUTH WEST	@southwestuk
VISIT STOKE	@VisitStoke
VISIT SURREY	@VisitSurrey
VISIT SUFFOLK	@Visit_Suffolk
VISIT SWALE	@Visit_Swale
VISIT THANET	@VisitThanet
VISIT WINCHESTER	@King_Alf
VISIT WINDSOR	@VisitWindsor
VISIT WORCESTERSHIRE	@visitworcs
VISIT YORK	@visityork

About VisitEngland

- VisitEngland is the country's national tourist board. We work in partnership with the industry to develop the visitor experience across England, plan national tourism strategy, grow the value of tourism in England and provide advocacy for the industry and our visitors. Our work is underpinned by robust research and customer insights. You can access the latest in-depth market intelligence and statistics on www.visitengland.org/insight-statistics.
- England is a unique destination and a real powerhouse in global tourism. It represents 84 per cent of the total UK visitor economy, is worth £106 billion, and supports 2.6 million jobs.
- For corporate information see www.visitengland.org and for consumer information see www.visitengland.com.