



July 2007

STAYSOUTHWEST.COM LAUNCHES

A new web site for the South West of England

Staysouthwest.com is a new web site, designed to be the largest on-line database of accommodation in the South West of England.

The site features accommodation of all types. We know that customers plan their visits, holidays and short breaks against a range of criteria – it may be location, type of accommodation, facilities or even user reviews. A truly useful site needs to empower the user to be able to find exactly what they are looking for, to match them with the accommodation options suited to their trip.

Launched in July 2007, staysouthwest.com benefits from a significant on-line and off-line marketing communications plan to ensure its ambition of being the market leading accommodation portal in the region.

Staysouthwest.com is being launched by a small group of industry experts who, from their experience in creating web sites and running accommodation businesses, realised that the needs of both sides - accommodation partners and customers – until now have not been wholly met on one web site.



It also offers accommodation partners :

- The ability for guests to book online, using its booking engine
- Regular reporting on the effectiveness of their listing
- Links through to their own web site or booking engine
- Hot leads delivered directly to their own e-mail
- As the customer database grows, the ability to analyse local market reports and use the customer data to run targeted marketing campaigns

A full listing on staysouthwest.com for an accommodation business is inclusive of :

- Up to 250 words of description
- Up to 10 images with captions featured as "alt tags"
- Interactive mapping to provide point to point maps and directions
- Full listing on the site against all relevant search criteria, events and visitor attractions
- On-line access to your entry, to be able to amend and update at any point through the year
- Customer enquiries delivered direct to your e-mail
- Monthly site reporting and results delivered direct to your e-mail
- Any customer feedback on your property sent immediately to your e-mail
- Genuine customer reviews can be posted to your property page



- Live link to your own web site or booking engine, or if you don't have one staysouthwest.com has been built with the ability to take bookings on-line, so we can enable you to manage your inventory, and customer bookings are delivered direct to your property.
- If you do not have enough images of your own, you can select additional images for free from the StaySouthWest image library

For more information on staysouthwest.com email enquiries@staysouthwest.com, call us on 0845 643 0146 or accommodation partners can sign up at www.staysouthwest.com.

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NOTE TO EDITORS : For more details on staysouthwest.com contact Rob Baldry on 07932 221149 or rob@staysouthwest.com