



Press Release

ICON.net Redesigns Town's Leading Tourism Website

www.visitcheltenham.info

Gloucester - 9th August 2006 - ICON.net, a leading web design and branding agency based in Gloucester, has redesigned and recently launched a new www.visitcheltenham.com website for Cheltenham Borough Council. The new design has a fresh, contemporary look and feel whilst retaining a regency style in keeping with the Spa town and the Cotswolds.

The new website is now live and offers improved navigation and more in-depth content for the thousands of visitors to the site each month. It informs visitors about attractions in and around Cheltenham Spa and about events, accommodation, leisure and sports within the area. The site is more user-friendly and informative as well as faster to navigate enabling users to find their required information more quickly.

"We are very excited about the launch of our new website. ICON.net was chosen as the supplier of the new Visitcheltenham.com website due to the success of our previous tourism site, their cost effective solution and their technical and design expertise, backed by good service. The experience of the team was a key part in our selection process, as was their locality to Cheltenham," commented Ken Jennings, Head of Entertainment and Tourism at Cheltenham Borough Council. The original site was very popular but was dated and needed certain improvements and enhancements. Cheltenham Borough Council wanted to take advantage of the latest web technologies to provide visitors with fast operating speeds and advanced user features. New additions to the site include an online shop for gifts and souvenirs and a real-time online booking facility for hotels, theatres and attractions. "Consumers expect a one-stop-solution to be able to visit one site and arrange all their holiday needs via one portal. The new Visitcheltenham.com site now allows them to do just this," added Ken.

The site is useful for local residents, students and businesses that wish to find out detailed information about Cheltenham from restaurants, theatres, and hotels to bus timetables and local statistics.

The tourism industry is fast-changing so it was important for the council to be able to manage web content quickly and easily without having to refer back to the website provider. The website is generally updated daily to ensure news, features and 'what's on' information can be supplied to the website visitors in a timely manner.

"The website typically receives around 30,000 visitors per month but we envisage this increasing to 40,000. We utilised the latest technology, our patented One Touch Publishing(tm) system, to provide a powerful and flexible back office system. It allows Cheltenham Borough Council to easily change and update web content in-house using a system that is simple and user friendly," said James Chance, director at ICON.net.

About ICON.net

Formed in 1996, ICON.net provides effective, stylish and affordable design for both website and print and is one of the leading web design companies in the South West. Offering a range of high-impact, affordable web services, corporate branding and print solutions to UK businesses and government organisations. More information can be found at www.iconnet.co.uk.

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