



Press release

16 May 2013

First ever tourism app for Wiltshire launched



VisitWiltshire has today launched the county's first ever tourism App, which showcases the best of the Wiltshire tourism offering and provides unique content, including App-only special offers, and will be an interactive and invaluable source of information for visitors. The App is part of VisitWiltshire's marketing strategy to boost tourism visits and spend to the county.

The mobile app is now available to download for free from the Apple and Google Play stores. And, with nearly a third of visitors to www.visitwiltshire.co.uk using a mobile device, VisitWiltshire forecasts over 10,000 downloads in its first year.

The VisitWiltshire App includes details of all VisitWiltshire's 480+ tourism partners, as well as sections on towns and villages, things to do, accommodation, shopping, food and drink, outdoor activities, and what's on in the county. Other features include interactive mapping – so visitors will be able to find places nearby, special offers, Wiltshire-themed games, and weather updates.

The App will also incorporate updates sent to visitors via push notifications and will be regularly updated. Fiona Errington, Marketing Manager, VisitWiltshire said: "We're delighted to be launching our new VisitWiltshire App, which will showcase Wiltshire as a fantastic tourist destination and offer visitors a wealth of ideas and information on what to see and do when out and about or planning a visit to our county."

“The VisitWiltshire App shows visitors our fantastic attractions, great range of accommodation, restaurants, pubs, great shops, and many other highlights and locations. Having over 480 Wiltshire tourism businesses contribute makes this a tremendous resource for our visitors.

“Almost a third of visitors to visitwiltshire.co.uk now use a smart phone or tablet and are increasingly looking for tourist information in their hand and on the move. This new App gives them access to the best of Wiltshire at their fingertips.”

Appsolutely Mobile, who built the App, noted that this is the largest application they've ever produced, reflecting the breadth of the county's offering and the extensive range of tourism partners featured.

ENDS

Issued by Flagship Consulting

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Notes to editor

The launch of the VisitWiltshire App follows on from the unveiling of a Visit Salisbury mobile app in March, as part of VisitWiltshire's 'Top 10 reasons to visit Salisbury' campaign in conjunction with VisitEngland. The Salisbury App has already had almost 1,000 downloads.

VisitWiltshire was established in August 2011 and is the official Tourist Board for Wiltshire. It is a private sector membership organisation representing over 480 members. VisitWiltshire's priority is to grow the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1billion and supports over 21,000 jobs.

For more information about Wiltshire please go to: www.visitwiltshire.co.uk