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## **NEW TOURISM WEBSITE PROMOTES THE WONDERS OF WORCESTERSHIRE**

Tourism brings a staggering £422 million per year to the region making it the third largest industry in Worcestershire and creating 11,700 jobs locally. To support this important enterprise Destination Worcestershire has recently completed a six-month major overhaul of the county's official tourism website [www.visitworcestershire.org](http://www.visitworcestershire.org)

The new easy-to-use site, which has a fresh modern look and extensive range of features, has been designed to help visitors from both near and far make the most of their time in the county.

The most notable new facility is an interactive map which highlights information on Worcestershire's numerous towns and historic City. There is also a searchable database facility to find current information on events, attractions, accommodation and food & drink establishments in specific areas of the county and the latest news pertaining to these regions.

For local event organisers there is the ability to add details of their events free of charge onto the website. These can also be linked and displayed on [www.whatsonworcestershire.co.uk](http://www.whatsonworcestershire.co.uk) - the official county arts website.

Users can view online guides or request brochures to be sent directly to you and for those who truly love the county, the image gallery allows visitors to download images of Worcestershire as wallpaper on their pc, or send e-postcards to friends and relatives.

There is also a general information section giving contact details for all the regions Tourist Information Centres, snippets of information on famous people, myths & legends and other trivia on the area. A constant live data link provides up to date travel information and weather reports.

Rod Nipper, manager of Destination Worcestershire, said: "Worcestershire is a wonderful county and with more and more people using the internet to research places to visit we need to have a comprehensive resource to continually attract visitors to our region enticing them to turn a day into a stay."

ENDS

For further information, please call Sara Stewart on 07789 374174 or Sara Lawrance on 07970 658532

Notes :

Destination Worcestershire is the public/private partnership responsible for promoting the county of Worcestershire as a tourist destination. It provides a whole range of information about the county's history, top attractions, accommodation, shops, bars, restaurants and much more.

For more information about Destination Worcestershire, call 01905 728787 or visit [www.visitworcestershire.org](http://www.visitworcestershire.org)