DESTINATION CORE

THE COMPLETE DIGITAL SOLUTION FOR DMOs, LVEPs & DDPs

WWW.DESTINATIONCORE.COM

BROUGHT TO YOU BY

JACOB BAILEY GROUP™

DESTINATION CORE

OUR DMO CLIENTS

DestinationCore has been adopted by DMOs across the UK
from Southampton to Newcastle

VISIT PEAK DISTRICT & DERBYSHIRE

NewcastleGateshead Initiative

Marketing Cheshire

Marketing Lancashire

VISIT WINCHESTER

VISIT WORCESTERSHIRE

VisitYork

VISIT LICHFIELD

DESTINATION HARROGATE

DESTINATION CORE

"I'd be very happy to highly recommend DestinationCore to any DMOs looking for a new website and wanting to work with a dedicated, knowledgeable, and highly professional team of destination experts."

LINDSAY RAE, DEPUTY DIRECTOR,
VISIT PEAK DISTRICT
& DERBYSHIRE

"Our new website is designed to enhance the experience for both visitors to the city and the local businesses that use our platform to showcase themselves.

The itinerary tool and booking system create a 'customer first', fully responsive experience – discovery and planning stages, to pre-arrival and check-in."

ASHLEY YOUNG,
SENIOR MARKETING MANAGER,
VISIT YORK

"One of the things we loved about DestinationCore was their openness to partnership working.

We genuinely have a two-way relationship combining the best of our local knowledge with their industry expertise"

LORNA ROBINSON, VISITOR ECONOMY
& DESTINATION MANAGER,
VISIT WORCESTERSHIRE

"It's more user friendly for our consumers, and it's more user friendly for us."

LISA KELLY,
DIGITAL MARKETING MANAGER,
THE NEWCASTLEGATESHEAD
INITIAITIVE

"I was immediately impressed with the DestinationCore offering, it was clear they had solved several of the problems we were facing daily.

It's always felt like they are one step ahead of the industry. Listening to the needs of their clients, understanding the latest consumer trends and working on solutions pre-emptively."

JOHN LIGHT, ECOMMERCE,
DESTINATION HARROGATE

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DESTINATIONCORE PLATFORMS ARE PURPOSE BUILT WITH DMOs, LVEPs & DDPs IN MIND

A suite of website platforms and online tools, driven by a powerful Insights and Reporting Dashboard.

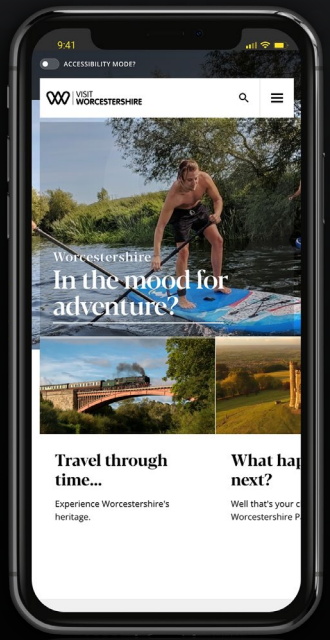
DESTINATION CORE Insights

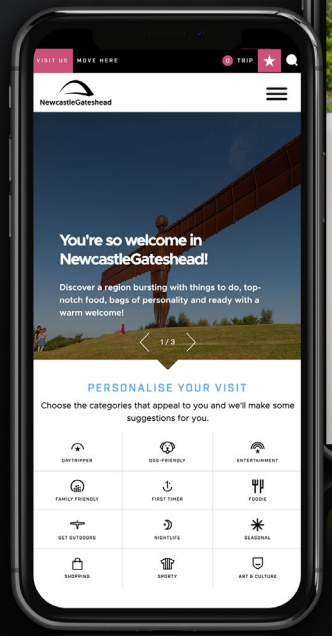
1. Provides actionable, real-time, evidence-based data and intelligence to make better decisions via a powerful, easy to use, dashboard
2. Budgets go further – better decisions improve performance of activities, online and on-location both marketing and operational
3. Saves time via automation and ease of use.

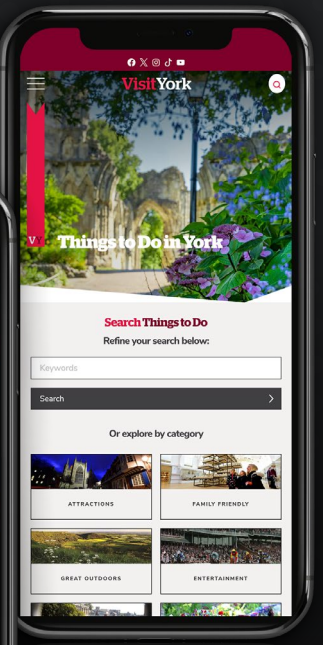
DESTINATION CORE One / Pro / Enterprise

1. Provides powerful, industry specific, rich functionality and user centric websites with design and build flexibility to establish each place's unique brand and needs
2. Saves money by breaking the 2 year, 7 month average web build cycle – DestinationCore is updated centrally
3. Creates revenue via technical integrations and select industry partners.









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NewcastleGateshead

DESTINATION CORE Enterprise

A NEW WEBSITE TO CHAMPION A DYNAMIC NORTHERN CITY

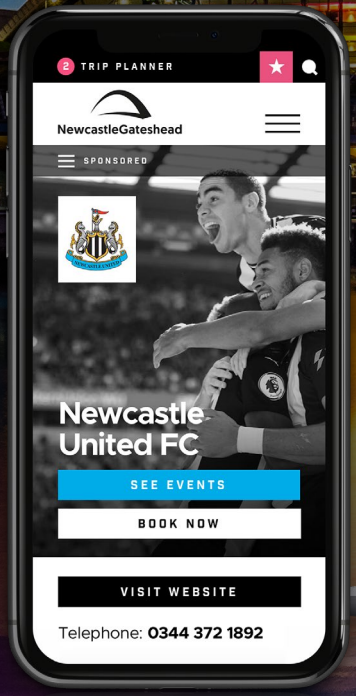
The NewcastleGateshead Initiative (NGI) is the UK's first DDP via Destination North East England and is responsible for promoting tourism across the North East.

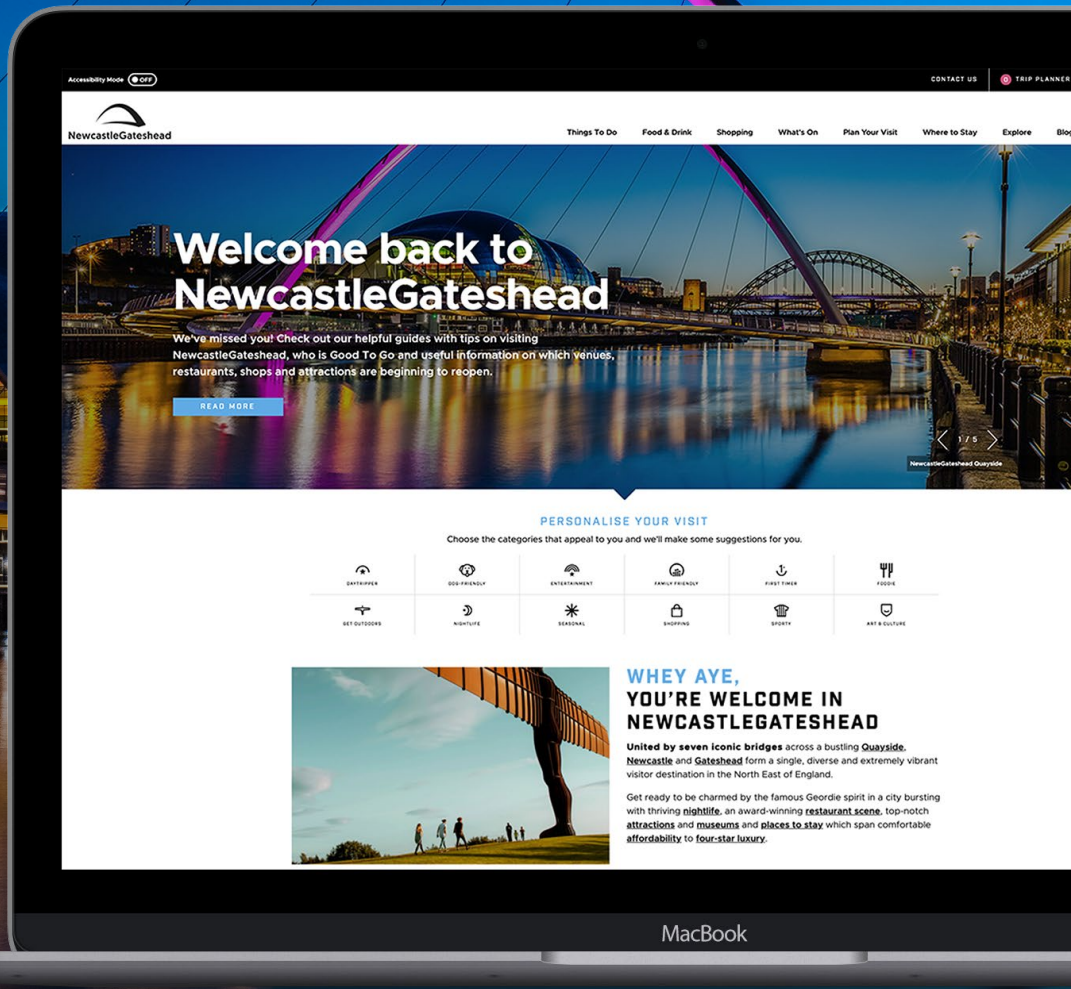
NGI came to DestinationCore frustrated with its existing website solution – finding the CMS difficult to use, limiting and generally providing poor value for money. Not only have we saved NGI money, but we've also helped transform its online presence by improving the user experience, offering greater value and many more options for its members.

100k+
PAGE VIEWS PER MONTH

14k+
EVENT VIEWS PER MONTH

58%+
VISITORS VIEW A DIRECTORY PAGE





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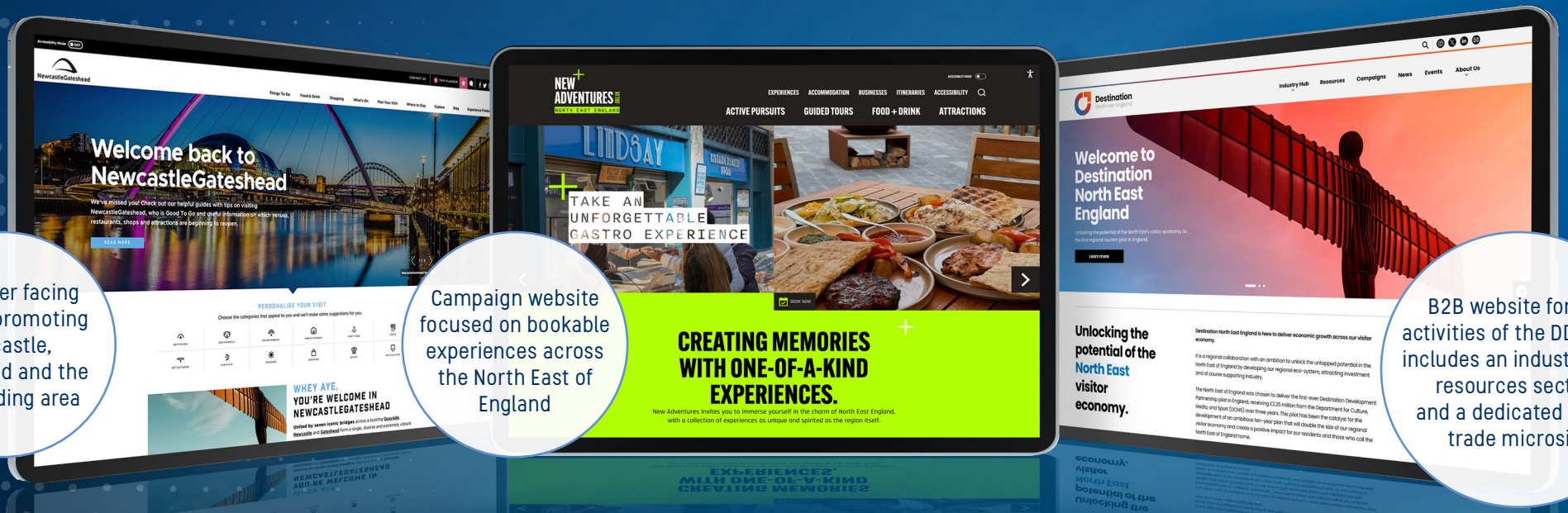
NewcastleGateshead

MULTI-SITE PORTFOLIO FOR THE UKs FIRST DDP

DESTINATION CORE Enterprise

DestinationCore has helped NGI develop a portfolio of websites to aid communication for its wide variety of B2B and B2C audiences.



Consumer facing website promoting Newcastle, Gateshead and the surrounding area

Campaign website focused on bookable experiences across the North East of England

B2B website for the activities of the DDP, that includes an industry hub, resources section and a dedicated travel trade microsite

DESTINATION CORE Insights

DATA TRACKED INCLUDES:

1. Individual business analysis, including a business-by-business **ROI calculator**
2. **Top performing content** across businesses, events, blog and offers
3. **User engagement** by thematic interest type
4. Physical visitor behaviour using **mobile phone tracking data**

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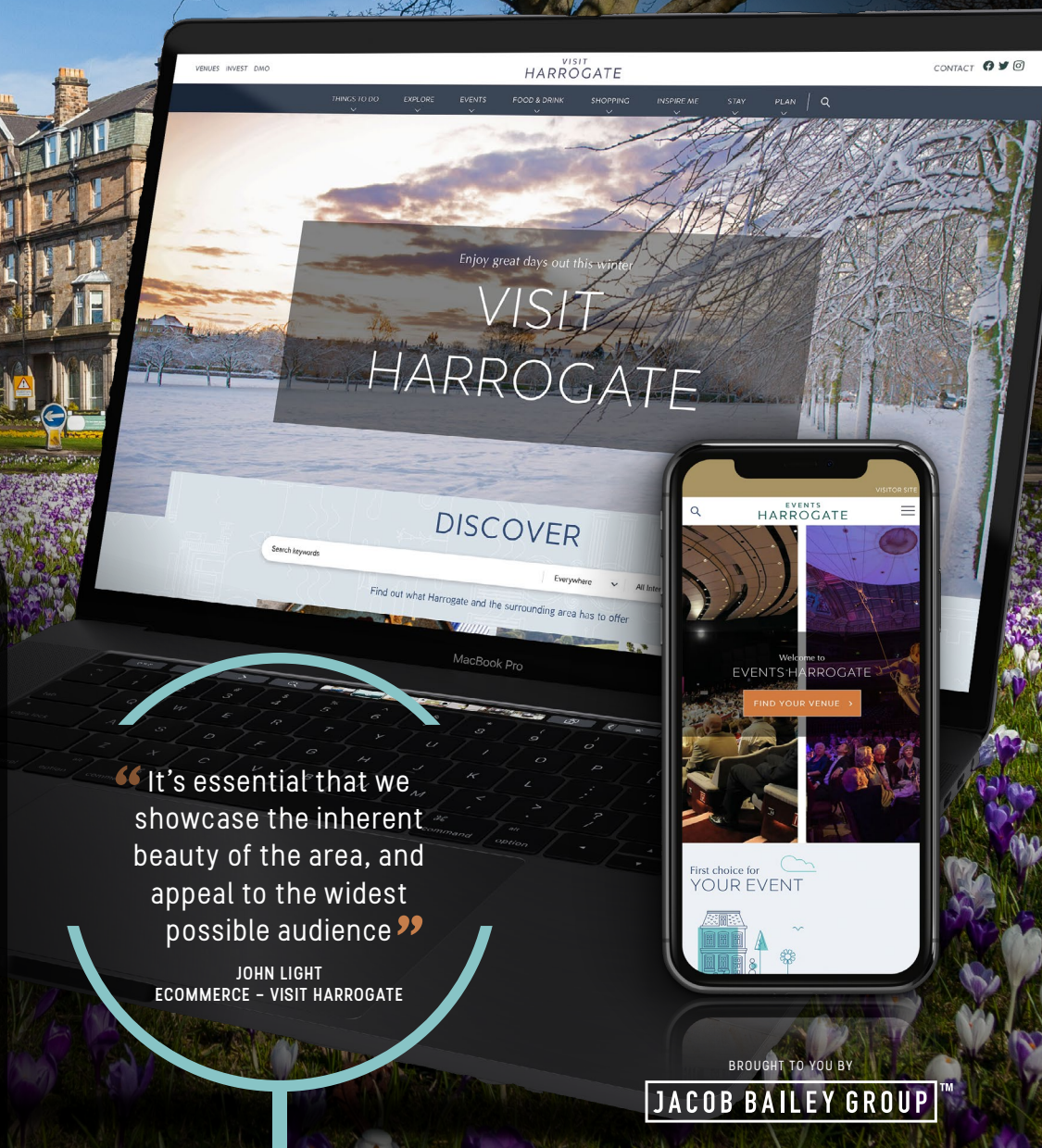
VISIT HARROGATE

EVENTS HARROGATE

DESTINATION CORE Enterprise

A MULTI-SITE CMS FOR ONE OF THE NORTH OF ENGLAND'S MOST ATTRACTIVE DESTINATIONS

Incorporating a B2C consumer tourism website and a B2B business tourism website, this multi-site CMS centralises content and functionality to eradicate duplication, increase efficiency and provide the best possible user experience.



DATA INSIGHTS INCLUDE

DESTINATION CORE Insights

VISIT HARROGATE

1. 39% of audience is between 18-34 - an audience Harrogate previously found difficult to engage with
2. 50%+ of audience visit an event listing on the website - demonstrating the power and importance of event listings
3. The Search Results page is the 4th most visited page on the website - demonstrating how important intuitive search functionality is to the audience

WWW.VISITHARROGATE.CO.UK

EVENTS HARROGATE

1. 18% of venue searches result in an enquiry direct to the venue
2. Featured venues generate x5 more enquiries than standard listings
3. Venue Type is the most used filter, with 'Historical Building' the most used filter facet
4. Capacity is the second most used filter, with 'Less than 10' the most used capacity filter facet
5. 86% of searches are UK based enquiries
6. 14% of searches are from outside of the UK, with 6% coming from the USA

WWW.EVENTSHARROGATE.CO.UK

> "It's essential that we showcase the inherent beauty of the area, and appeal to the widest possible audience"

JOHN LIGHT
ECOMMERCE - VISIT HARROGATE

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VISIT WORCESTERSHIRE

DESTINATION CORE Enterprise

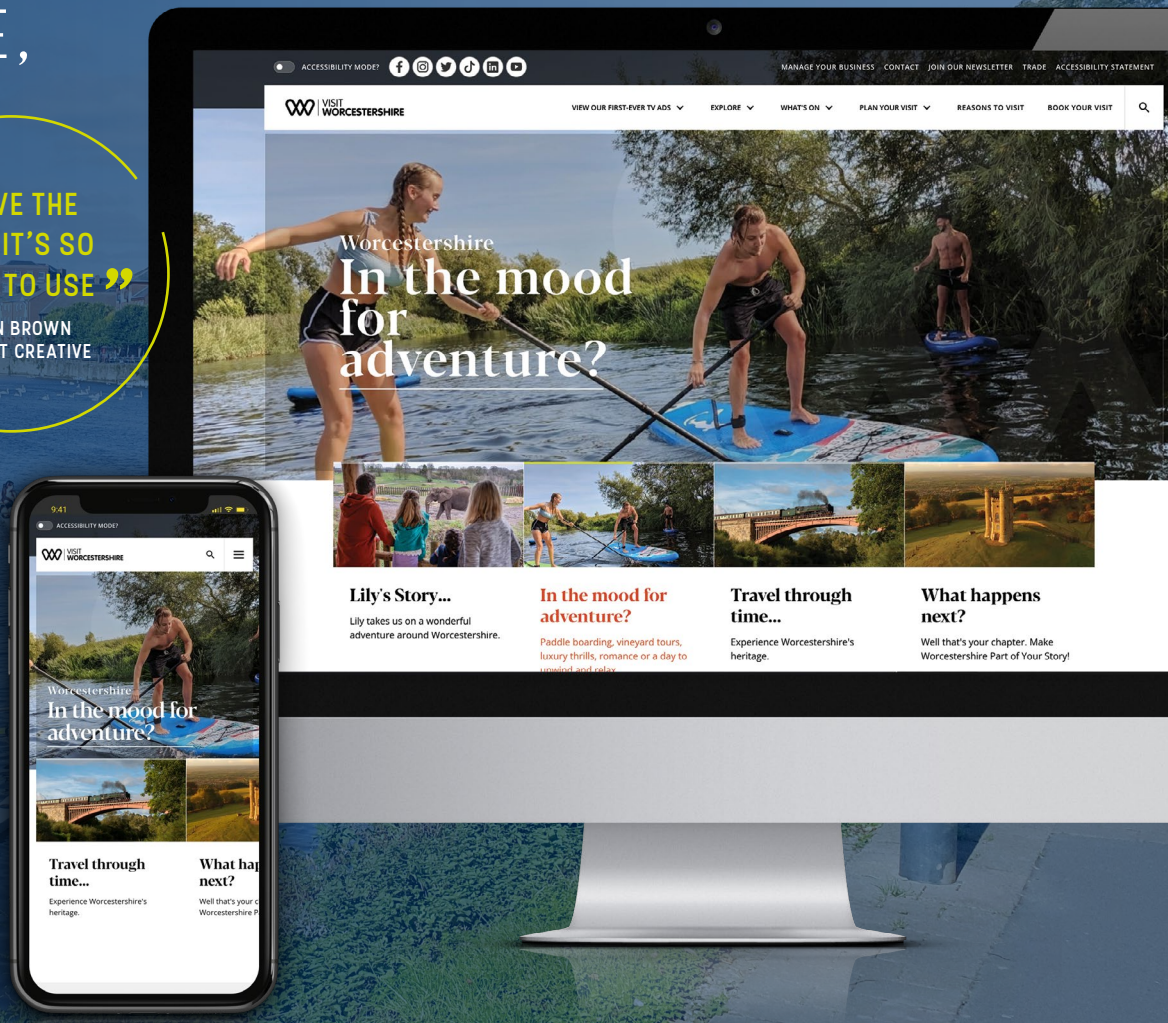
A MULTI-SITE CMS INCORPORATING A DESTINATION CONSUMER SITE, AND A B2B TRADE SITE

KEY CLIENT OBJECTIVES

Create a consumer facing website that complements the destination branding while offering a high-end, magazine feel and inspiration to visit. The website must be responsive on mobile, tablet and all common browsers and should provide easy ways for users to demonstrate positive intent to visit – such as signing up for a newsletter, redeeming an offer or making a search for availability.

The trade site should be an easy-to-use reference point for businesses and stakeholders.

> "I LOVE THE CMS. IT'S SO EASY TO USE"
>
> OWEN BROWN
> CONTENT CREATIVE



WE DELIVERED

1. User experience design
2. User interface design
3. Technical delivery and build
4. Ongoing support, hosting and maintenance
5. Quarterly performance reviews
6. Project management support
7. Search Engine Optimisation

CONSUMER:
WWW.VISITWORCESTERSHIRE.ORG

TRADE:
WWW.VISITWORCESTERSHIRE.ORG/TRADE

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VISIT WORCESTERSHIRE

DESTINATION CORE Enterprise

RESULTS THAT SMASH THE INDUSTRY AVERAGE

DATA INSIGHTS INCLUDE

DESTINATION CORE Insights

1. Each month between 25%–40% of users view a business directory page – **well above the industry average of 18%**
2. The average number of page views each month **increased by 205%** between Mar ’23 and Oct ‘23
3. **A 118% increase** in email subscribers in just three months between Aug ’23 and Oct ‘23
4. On average 17% of users view blog content – **3.5x the industry average of 4%**
5. An average session duration of 128 seconds, **20 seconds above the industry average** of 109 seconds.

VISIT WORCESTERSHIRE – INSIGHTS DASHBOARD



CONSUMER:
WWW.VISITWORCESTERSHIRE.ORG

TRADE:
WWW.VISITWORCESTERSHIRE.ORG/TRADE

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VISIT PEAK DISTRICT & DERBYSHIRE

DESTINATION CORE Enterprise

AN ICONIC UK DESTINATION WITH BOLD AMBITIONS

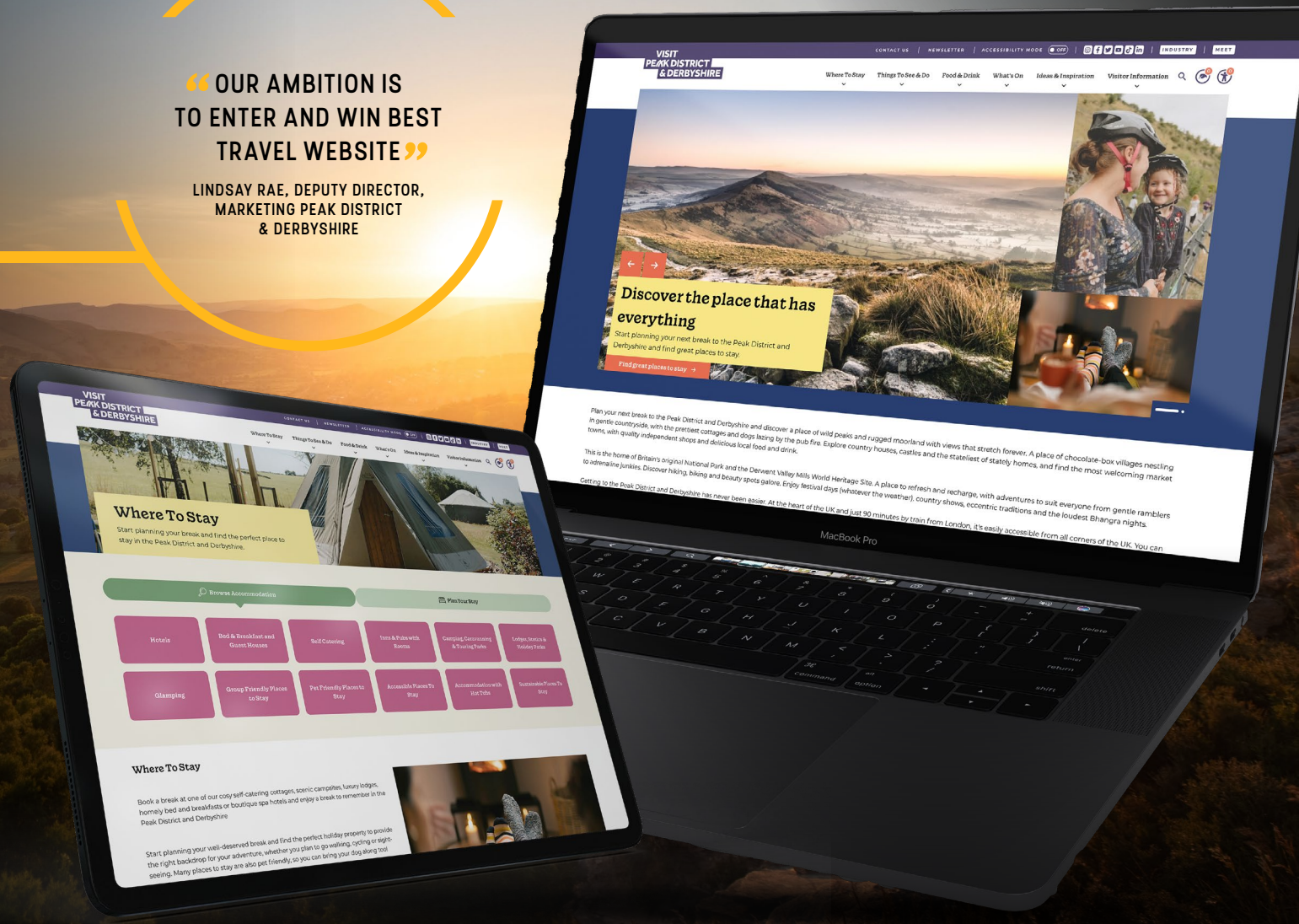
> "OUR AMBITION IS TO ENTER AND WIN BEST TRAVEL WEBSITE"
>
> LINDSAY RAE, DEPUTY DIRECTOR, MARKETING PEAK DISTRICT & DERBYSHIRE

When a client comes to you and tells you they want to win an award for best travel website, you know they mean business. With this in mind we created a user focused website, with a wealth of content discovery features.

12%+
VISITORS VIEW A BLOG ARTICLE

275k+
PAGE VIEWS PER MONTH

55%+
ENGAGEMENT RATE



WWW.VISITPEAKDISTRICT.COM

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VISIT PEAK DISTRICT & DERBYSHIRE

DESTINATION CORE Enterprise

HELPING TO DEMONSTRATE ROI

In the wake of the recent De Bois DMO review, with 63% of destinations reporting difficulty gathering accurate data, the DestinationCore Insights Reporting Dashboard was one of the key selling points for the Peak District & Derbyshire team when selecting DestinationCore as their technology partner.

DATA TRACKED INCLUDES

DESTINATION CORE Insights

1. Number of **accommodation searches** and **booking intents**
2. Number of **experience searches** and **booking intents**
3. **Advertising engagement** including number of views, clicks, cost per click, cost per view and click rate %
4. **User engagement** with key content including % of users viewing a business directory, event and blog
5. **Most engaged with content** by thematic interest type

VISITPEAKDISTRICT.COM DASHBOARD



WWW.VISITPEAKDISTRICT.COM

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VisitYork

DESTINATION CORE Enterprise

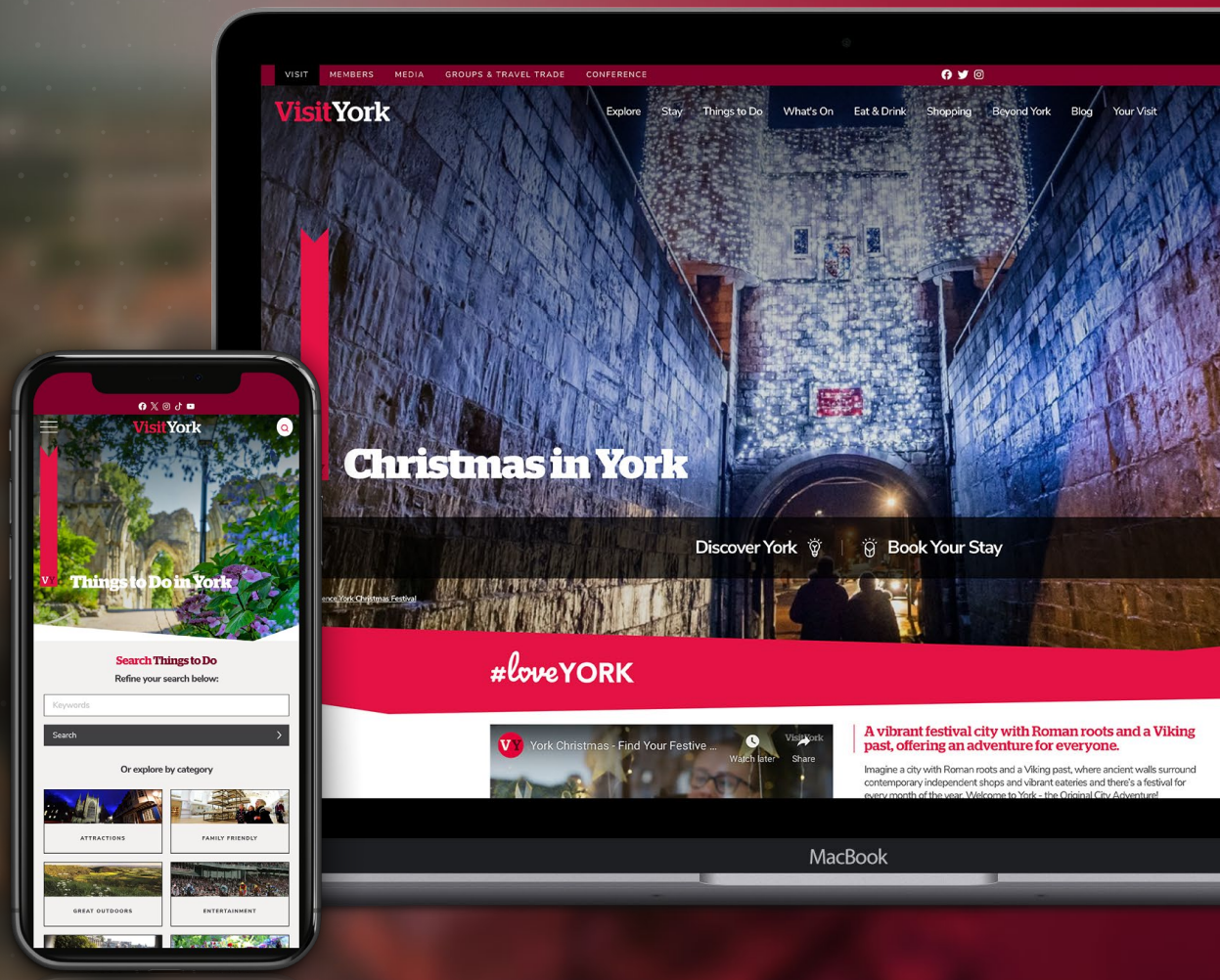
A WEBSITE THAT CHAMPIONS A DYNAMIC & HISTORIC NORTHERN CITY

Visit York receives in excess of 150,000 visitors per month and needs a robust and flexible platform that can handle this volume of traffic, as well as offer personalised experiences for each and every visitor.

DATA INSIGHTS INCLUDE

DESTINATION CORE Insights

1. Since March '21 launch **6% year-on-year growth on traffic - two years running.**
2. New sites **ranks No. 1 for 'Things to Do in York'** (previous site did not).
3. **141 new members in 2022.** over 25% were via Visit York website membership enquiry form.
4. **Membership retention rate was 94%.** A Make it York record!
5. Pages per session **increased from 1.85 to 2.82** and average session duration **increased from 1.6 to 2.12.**



WWW.VISITYORK.ORG

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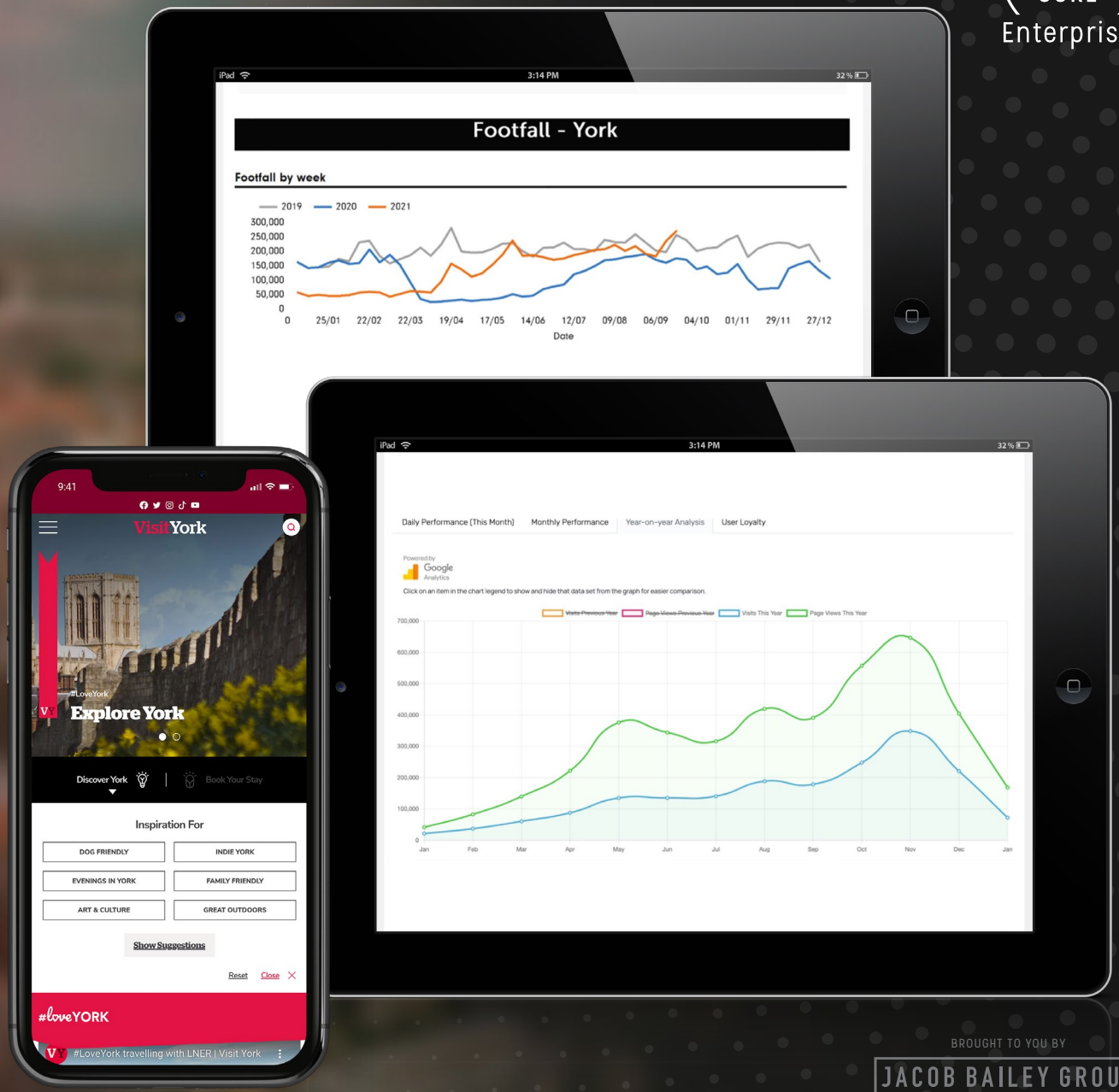
DESTINATION CORE Enterprise

VisitYork

INCREASE IN WEB TRAFFIC DIRECTLY CORRELATED WITH AN INCREASE IN FOOTFALL

York BID (a strategic partner for Make it York DMO) produced a Tourist Advisory Board report in October 2021 that charts footfall for 2019, 2020 and 2021.



WWW.VISITYORK.ORG

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DESTINATION CORE

DESTINATIONCORE. THE COMPLETE DIGITAL SOLUTION FOR DMOs, LVEPS AND DDPs THAT:

CREATED a portfolio of websites for the UK's first DDP to help communicate effectively with its varied B2C and B2B audiences.

HELPED Visit Worcestershire establish a website that smashes the industry averages for online engagement.

GENERATED additional income for Visit York and helped them establish a correlation between online marketing efforts and on location visitor numbers.