



BROUGHT TO YOU BY

JACOB BAILEY GROUP™



MAKE THE MOST OF YOUR ADVERTISING

ON THE VISIT PEAK DISTRICT & DERBYSHIRE WEBSITE

BUILT IN COLLABORATION WITH INDUSTRY EXPERTS

DestinationCore is the complete digital solution
for all your place marketing needs.

It has been adopted with huge success across the UK from Southampton to NewcastleGateshead.



HOW USERS THINK

Users form an opinion about a website in 0.05 seconds.

88% of online users won't return to a site after a bad experience.

The average time spent on a page is 54 seconds.

The average click-through rate is 4.23% across all industries.

WE ALL WANT PERSONALISED EXPERIENCES

Users like to discover things for themselves.

Making users work hard will drive them to competitors.

Attention spans are short.

Sustainability is an increasingly influential driver for tourists.

MAKE THE MOST OF YOUR ADVERTISING - TOP TIPS

Make your images work hard, and your text work harder.

If you're bookable, ensure you're listed.

Include sustainability initiatives.

Add accessibility facilities.

Offers and events are top drivers of user engagement.

Encourage user action – CTAs!

MAKE YOUR IMAGES WORK HARD, AND YOUR TEXT WORK HARDER

Users spend an ave. of 5.94 secs looking at a website's main image.

And an ave. of 5.59 secs looking at a website's written content.

It takes less than 3 secs for users to generate a first impression.



IF YOU'RE BOOKABLE, ENSURE YOU'RE LISTED

ACCOMMODATION

- Supercontrol.
- Freetobook.
- Bookalet.
- TXGB.

EXPERIENCES

- Beyonk.



INCLUDE SUSTAINABILITY INITIATIVES

Over 50% of people claim to be influenced by how sustainable a business is when making purchasing decisions related to travel.

Users can filter businesses by pre-selected sustainability initiatives.



ADD ACCESSIBILITY FACILITIES

15% of the population lives with a disability.

Users can filter by accessibility facilities on the website.



OFFERS & EVENTS – THE TOP DRIVERS OF ENGAGEMENT

At least 50,000 views of an event listing each month.

Offers gain further exposure for your business.



ENCOURAGE USER ACTION – CTAS!

Compared to desktop conversion rates, smartphone conversion rates are 64% higher.

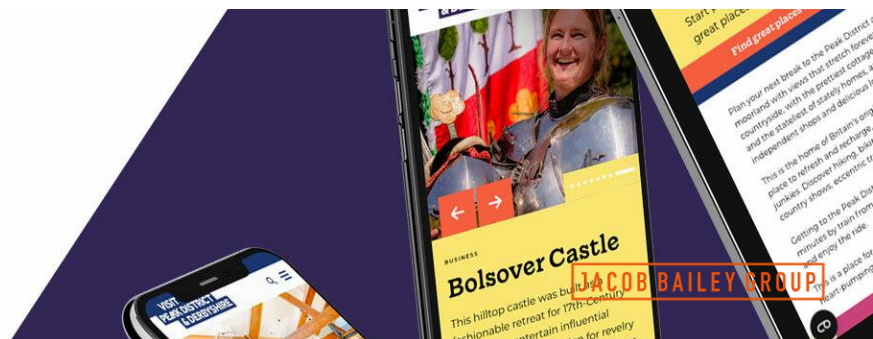
Users that search for a business on mobile – 88% either call or go to that business with 24 hours.



WHY ADVERTISE ON VISIT PEAK DISTRICT & DERBYSHIRE?

Reach new audiences.

Gain additional exposure for your business.





CONTACT

WILL WRIGHT - WILL@DESTINATIONCORE.COM - 07811 405 289

FOR MORE INFORMATION WWW.DESTINATIONCORE.COM