

# Internet profile and selling on-line



With nearly 65% of all homes in the UK now having an internet connection and 74% of UK adults regularly using the internet, online spending is now a £billion market. It is imperative that businesses work to achieve a proactive and prominent web profile to increase business and improve customer service.

Desti.ne is the North East England Tourism e-business platform. It provides two great ways for businesses to tap into the online market:

1. **Extranet** which allows you to manage your business information online, update images, special offers and important operating info such as changing opening hours.
2. **Front Desk** which allows you to manage your business information online as well as take bookings and payments online in real time.

Quality assessed accommodation providers and all other tourism businesses are entitled to a free Extranet listing which will give them a profile on the many tourism based websites including [www.enjoyengland.com](http://www.enjoyengland.com), [www.visitbritain.com](http://www.visitbritain.com), [www.visitnewcastlegateshead.co.uk](http://www.visitnewcastlegateshead.co.uk) and [www.visitnortheastengland.com](http://www.visitnortheastengland.com).

Businesses who contribute £50 or more on any Tourism Tyne and Wear initiative will receive a free enhanced listing with more text, pictures and a quicker search engine return.

**In 2007 Front Desk generated over £1million of extra revenue for NE tourism businesses**

**lastminute.com**



Any business which takes advantage of a **free** Front Desk profile, (worth £500), receives a full reservation system which can be used to manage your portfolio of bedrooms, client database and of course sell direct online through the many tourism sites, their own website and also the highly popular and successful travel agency sites such as laterooms.com, Expedia and Last Minute. The business also receives a free enhanced listing and gets priority listing on search engine results.

