

Wales Tourist Board Appoint WebtraffIQ for Web Analytics

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Elemental PR Limited

Wales Tourist Board Appoint WebtraffIQ for Web Analytics - Measurement of its Websites and Campaigns

-----Begins-----

Wales Tourist Board <http://www.visitwales.com> has appointed WebtraffIQ <http://www.webtraffiq.com> for web analytics across three of its websites throughout 2005.

After a successful pilot program, the three Wales Tourist Board websites using WebtraffIQ are; Adventure Wales <http://www.adventure.visitwales.com>, Mountain Biking in Wales <http://www.mbwwales.com>, Travel Trade Wales <http://www.traveltradewales.com>.

WebtraffIQ's analytics suite was simple to implement; and is being used to benchmark activities for each of the websites, user behaviour between the websites and results from all forms of direct and digital marketing and promotional activity.

Jon Munro, Product Marketing Manager at Wales Tourist Board explains, "The Internet and related channels play a huge role in marketing tourism now. We required a better monitoring analysis product to measure the performance of our sites to make more collective marketing and promotion decisions. We are pleased with WebtraffIQ and are now using it in a more integrated way, for example, to monitor our Cost-Per-Click (CPC) links for our customers and partners. We envisage that WebtraffIQ suite will be used for a range of off and online campaigns throughout the year and assist us in taking more informed action."

Sue Collins, Sales Development Manager at Travel Trade Wales adds, "With the global reach of our campaigns to boost Wales' profile and the competitive nature of the tourism sector, we need an intuitive service that is able deliver feedback on our activity as we require it. We are able to benchmark local, regional and international marketing undertaken via WebtraffIQ, helping us to be more flexible in marketing our product and services to UK and international markets".

Marcos Richardson European Director at WebtraffIQ comments, "In an increasingly competitive global tourism marketplace; having the ability to monitor and analyse website and marketing campaigns is essential. WebtraffIQ's experience with tracking multiple international websites for clients such as MP3.com Europe has proved invaluable in assisting the Wales Tourist Board, where they have three different websites with international partners in UK, Australia, Austria, Belgium, France, Germany, Netherlands and New Zealand."

"The appointment is further development and movement into the Government and tourism sectors with our service being already used by GovTalk <http://www.govtalk.gov.uk>, Business Link Kent <http://www.businesslinkkent.com> and the Baseball Hall of Fame <http://www.baseballhalloffame.org> based in New York, USA", concludes Richardson.

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----Notes to editors----

This press release is available in PDF, plain text and Word formats. Photographs are available of the WebtraffIQ team.

The media spokespeople for WebtraffIQ are Marcos Richardson, European Director and Kevin Hutchinson, Chief Technical Officer (CTO).

About Wales Tourist Board

<http://www.visitwales.com>

The Wales Tourist Board is an Assembly Sponsored Public Body, answerable to the Minister for Economic Development and Transport of the Welsh Assembly Government. The Board was set up under the Development of Tourism Act 1969. The role of the Wales Tourist Board is to support the tourism industry and to provide the appropriate strategic framework within which private enterprise can achieve sustainable growth and success, so improving the social and economic well being of Wales.

About WebtraffIQ:

<http://www.webtraffiq.com>

WebtraffIQ is a real-time visitor tracking and reporting analysis product and service for business web sites and e-commerce enterprises. The system has undertaken a four-year research and development-testing period and is used by over 400 individual web sites.

WebtraffIQ provides a campaign tracking service which enables clients to see how various online and offline marketing techniques are working, in effect creating a rich picture of a web site's activities.

WebtraffIQ's clients include: Business Link (Kent), City & Guilds, Eyetracker, Mando Group, Perceptor, Reuters Business Insight, Royal Institution of Chartered Surveyors (RICS), The National Baseball Hall of Fame and Museum and Tiscali UK.

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