

# E-Strategy Continues To Support South West Tourism Awards

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FOR IMMEDIATE RELEASE

10 November 2008 – This is the second year that E-Strategy (<http://www.e-strategy.net/>), the South West's leading online marketing agency (<http://www.e-strategy.net/>) is supporting the South West Tourism Excellence Awards in the Website Category.

The online travel and tourism industry in the South West remains healthy in many parts of the region as travel organisations realise the need to continue to market to specific target audiences such as young couples seeking romantic breaks in the region through to families seeking the ultimate in luxury self catering accommodation.

Whilst some companies have decided to reduce their budgets in offline marketing such as advertising in publications or television, many have shifted spend to online marketing over the last twelve months in order to attract new visitors to the region. As a result, online spend has increased in three major areas, Search Engine Optimisation (<http://www.e-strategy.net/>), Online PR (<http://www.e-strategy.net/services/online-pr>) and Paid Search (<http://www.e-strategy.net/services/pay-per-click-advertising>).

Many companies are reporting healthy profits in 2008 and expect demand to remain buoyant due to the diversity of the region, combined with our region's continuing high standards. This year's South West Tourism Excellence Awards, to be held in Bristol will give those in the industry the opportunity to celebrate what has been achieved over the last twelve months.

Eddie Bent, Managing Director at E-Strategy explained, "We have worked with a number of the region's leading organisations such as Crealy Great Adventure Park (<http://www.crealy.co.uk/>) and are proud to play such a proactive role in the industry through our ongoing support of the Awards. We are now recognised as one of the leading online marketing and Search Engine Optimisation agencies (<http://www.e-strategy.net/why-estategy>) in the region and we look forward to offering our continued assistance to the South West's tourism over the next twelve months.

Over the last twelve months, we have seen more businesses than ever before turn to us for online marketing services, with a 20% increase on campaign spend year on year."

Robin Barker, organiser of this year's event explained, "The Awards are all about recognising the very best tourism businesses in the region, and the whole awards programme is only possible with the support of sponsors who hold the same commitment to excellence in the region. It is particularly pleasing to have the support of E-Strategy, a clear leader in their field and a company with the rare skills to help businesses achieve the most from their websites."

Angela Wright MBE and Managing Director of Crealy Great Adventure Parks (<http://www.crealy.co.uk/>) added, "Devon and Cornwall is the most popular region in the UK for tourism; we have achieved a tremendous amount in the last twelve months as a region and the industry will continue to develop in order to

attract increased numbers of visitors throughout the year. The South West Tourism Excellence Awards provide a great opportunity for the industry to come together to recognise and celebrate our achievements.”

This year’s South West Tourism Awards are due to take place on Monday 24th November at Cadbury House.

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Notes to Editors:

E-Strategy Ltd was formed in 2001 and has since worked with over 350 clients and gained over 250,000 first page positions for its clients. It’s passion to deliver quality results whilst building strong relationships with its clients has enabled its team to become one of the South West’s leading SEO and Online Marketing Agencies.

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