

INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	8 MARCH 2018	9
TOURISM WEBSITE – www.discoverfylde.co.uk			

PUBLIC ITEM

This item is for consideration in the public part of the meeting.

SUMMARY OF INFORMATION

Following a review of tourism communications by the Tourism and Cultural Services Manager it was agreed that options for a new tourism website should be explored. A new tourism website – www.discoverfylde.co.uk has been developed which will replace the existing tourism website www.lythamstannes.co.uk at the end of March 2018. This is part of a wider review of tourism communications which has seen the rationalisation of social media accounts and web presence.

The new tourism website www.discoverfylde.co.uk will be user friendly, much easier to navigate than the current site and will provide a simple way to access information, through built entries and pages, downloadable documents and video. Commercial opportunities will arise through selling advertising pages and enhanced entries and tourism operators have already expressed an interest in taking advantage of these.

SOURCE OF INFORMATION

Tim Dixon – Tourism and Cultural Services Manager

LINK TO INFORMATION

www.discoverfylde.co.uk The Tourism and Cultural Services Manager will provide a brief overview presentation

WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?

To provide an information update to members on the new tourism website

FURTHER INFORMATION

Contact Tim Dixon 01253 658 436 tim.dixon@fylde.gov.uk