

Ashburton District Tourism website now more user friendly

Ashburton District Tourism's website has just been relaunched bringing it in line with the Christchurch and Canterbury Tourism (CCT) website family brand.

www.ashburtondistrict.co.nz now features the CCT "wave look" and improved functionality after a revamp by Christchurch tourism website specialists Cabbage Tree Creative, says Ashburton District Tourism general manager Michelle Bungard.

"In addition to changing the template design we've tidied up our site navigation, added new content, and updated editorial and images within the consumer zone. Overall the website looks more streamlined and attractive. I'd encourage locals to have a look. You'll be surprised at what you can find."

For trade and media looking for images of Ashburton District, photos can now be downloaded free of charge at a high resolution from an online image gallery located within the dedicated trade & media zone.

The trade & media zone also hosts the online trade directory, which provides the user with the ability to create customised product directories.

The website was last redesigned in early 2006 and Michelle says the website is our most powerful marketing tool so regular refreshing to keep up with customer and trade requirements is crucial.

"We find there are two major benefits of working with Cabbage Tree Creative. First we have full administrative control of the site through their web management system Thrive. Second, all product listings on the site are managed by TourismData, so when an operator updates their listing within TourismData this updates not only our website but product listings on several other regional sites. It saves an operator having to go to several different websites to make their changes."

The relaunch of Ashburton District Tourism's website follows its larger cousin, Christchurch and Canterbury Tourism's website unveiling last month.

The highlight of the newly designed www.christchurchnz.com is the ability to search numerous reservation systems at the same time. This allows visitors to find the most suitable accommodation from the broadest possible selection.

Christchurch and Canterbury Tourism is the first regional tourism organisation in NZ to use the new 'all in one' service. Designed by Cabbage Tree Creative, the system delivers availability and pricing information held by reservation companies Vianet, BookIt, Seekom and Global Availability, with AA coming online in the next few weeks.

Ashburton District Tourism also plan to use the new 'all in one' service for its online booking function, which Michelle plans to have live next month.

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