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WORCESTERSHIRE IN TOP TEN FOR NEW MEDIA TOURISM

Our business lives are increasingly influenced by the likes of Facebook, twitter and MySpace - websites previously used exclusively for social networking.

Destination Worcestershire has recognised this changing trend and jumped at the chance to be one of the first organisations in the UK to pilot Visit Britain's new Visitor Review network.

Visitor Review is a cross between Trip Advisor and YouTube accessed via www.visitworcestershire.org. Visitors to the county are encouraged to post images, videos and comments about places they've visited or stayed in Worcestershire. The idea is to provide a platform for honest feedback that isn't commercially driven and is free from advertising or any irrelevant content.

It has also proved popular with local people allowing them to wax lyrical about their home county – be it a walk, a view, a favorite pub or a local food producer – anything that makes them proud to hail from Worcestershire.

Commenting on Destination Worcestershire's involvement in Visitor Review, manager Rod Nipper, said:

"We're excited to be one of the destinations leading the way with this nationwide scheme to improve tourism throughout the UK. Anything that gives people useful, impartial advice to help them plan their trip is something we welcome. Over the next 18 months, we hope to build a really interesting, almost alternative, guide to Worcestershire on Visitor Review".

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For further information, please call Sara Stewart on 07833 467774

Destination Worcestershire is the official public/private partnership promoting the county of Worcestershire as a tourist destination. For more information including What's On, Where to Stay, and places to visit go to : www.visitworcestershire.org .