

Five criteria for 'best practice' destination websites

- Reflect the destination brand through original, fresh content and imagery; 'content is king'
- Encourage the potential visitor to stay longer, explore further (and spend more) by including itineraries, themed touring routes, packaging ideas and other planning tools that showcase the destination's rich and diverse offerings
- Include nuanced, multi-format storytelling that connects with your target markets and clearly 'sells the benefits' that they are seeking from their holiday (passionate, authentic locals sharing their favourite pastimes, work and real life)
- Build an interactive relationship with your consumers; encourage them to share their favourite images and experiences of the destination
- Provide an intuitive user experience (seamless navigation for easy searching/booking)
- Ensure a 'clean', modular design that enables a substantial amount of content in a relatively small space, which is well balanced and of high visual appeal.

For inspiration and some great examples:

[Visit California](#)

www.visitcalifornia.com

[Visit Scotland](#)

www.visitscotland.com

[Discover Tasmania](#)

www.discovertasmania.com.au