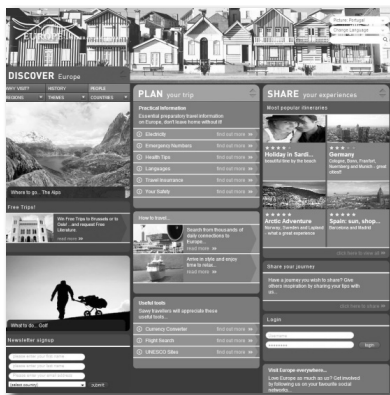# internet site review

http://www.visiteurope.com

Visiterope.com

European Travel Commission (ETC) has launched a new and improved version of their "*Visiterope.com*" web site on October 14th, 2009. in Budva, Montenegro. The main purpose of this web site is to promote Europe as a tourism destination on the long haul markets. According to the ETC, this web site will provide a unique platform for marketing Europe as a single tourism destination worldwide.

The structure of "*Visitieurope.com*" web site is logically divided into several thematically different sections which are related to different phases of tourism experience: discovering destination, planning the trip and sharing the experience.

First section, named "*Discover Europe*" is aimed at potential visitors from long haul markets which are interested in visiting Europe but don't have a clear plan concerning the places they want to visit or activities in which they want to participate. Therefore, this section provides a whole range of information about countries and destinations that could be of interest for potential visitors and also about activities in which visitors can participate. The main goal of this section of "*Visiteurope.com*" web site is to inform and motivate potential visitors to visit Europe.

Other large section of this web site named "*Plan your trip*" is dedicated to the trip planning, which is the second phase of tourism experience. This section of web site provides essential preparatory travel information which includes information about electricity, emergency numbers, health tips, languages, travel insurance etc. The main purpose of this section is to provide all the essential information related to the travel to Europe on the same place so the visitors don't have to visit different web sites in order to collect information necessary for their trip.

Another important section of this web site is named "*Share your experience*" and it enables visitors to share their travel experiences after they have completed their journey. This part of the web site facilitate

access to different multimedia content (pictures and video) and to user generated content (UGC) published on the variety of web sites for social networking such as Facebook, YouTube, Twitter, Flickr etc. The importance of this section lays in the fact that UGC and personal recommendations are becoming more important for the costumers during their decision making process concerning choice of tourism destinations. ETC has realized the great marketing potential of Web 2.0 technology and has accordingly dedicated very significant portion of the "*Visiteurope.com*" web site to Web 2.0 functionalities and features.

Apart from three previously described sections of this web site, "*Visiteurope.com*" also includes a number of other functionalities and links such as very useful search functionality, newsletter signup functionality, currency converter, flight search functionality, links to other web pages such as "*FAQ*", "*About Us*", "*Legal*", "*Press Corner*" as well as links to official web pages of national tourism organizations of ETC member countries. Web site is available in 5 different languages.

Technically this web site is very sophisticated. It loads very quickly, the design is very clean, attractive and yet very simple. The terminology used on the web site (such as "*Themes*", "*Regions*", "*Why visit?*", "*History*", etc.), is simple and very user oriented which, combined with big and nicely designed menus, makes this web site very easy for navigation. Compared to the earlier version of "*Visitieurope.com*" web site, new version has been improved on many aspects. It has better design, it is more informative and more user friendly, navigation through the web site is easier and new Web 2.0 functionalities are implemented which were not present in the earlier version of this web site. At the end it can be concluded that "*Visiteurope.com*" web site is a very modern, technically sophisticated, interesting and informative web site and that it will properly represent Europe as a tourism destination on the international tourism cyberspace.

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