



13 March 2018

New Visitor Centre Website Live

Have you seen the new Esperance Visitor Centre website? The new site went live quietly at the beginning of March as staff worked with developers to make sure no functionality was lost for our operators.

The new site is for tourists and locals alike with an events calendar everyone can contribute to. There is an Eat & Drink directory that may make choosing your next night out a little bit harder when you see all the great choices available. The site includes information on all the local attractions both natural and built, it also provides links for those who would like to know more on what there is to see and do in Esperance. The site has been designed for both visitors to Esperance, and for people who live here.

Shire President Victoria Brown said, "When was the last time you were a local tourist? There is so much to do and places to see in our beautiful part of the world. From exploring our local museum, to heading out along the trails from Cape Le Grand to Luck Bay, we have camping opportunities galore and the best beaches in the world!

"Have you seen our very own wave rock out near Mt Ridley? Our stunning natural environment does not end at the coast; there is plenty to see inland as well. The Visitor website highlights all the best Esperance has to offer and is so easy to use, you are bound to find something new and fun to do. I can recommend heading to the new site and having a look around."

The images used are from local photographers and they showcase the beauty of the natural landscape that makes Esperance stand out from the rest. The accommodation operators in town have been involved by updating their own photos giving their pages a fresh new look that is bound to boost tourism numbers.

CEO Matthew Scott said, "With a large portion of today's tourism market being driven by social media, the imagery and the connection with social streams on the site will see the visitor centre boost tourism promotions, while providing valuable information to our visitors. It has been designed to be easy to use for locals and visitors and for our business operators to update their information.

"Esperance's tourism numbers were well up this year and we are keen to continue to make improvements that will help Esperance stand out from the crowd."

Ends

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