

Info for tourists all day – and all night

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TOURISTS visiting Warwickshire will soon be able to find out what the county has to offer any time of the day or night.

Shakespeare Country is to launch the first 24/7 tourist information centre of its kind in Stratford – with more to follow in other parts of the region.

The cutting-edge kit will be installed at the Bridgefoot information centre tomorrow and will allow visitors to interact with screens via their mobile phones.

CandiTV invites holiday-makers and day-trippers to dial a local number on the monitor, which then takes them through various options.

It will enable them to book accommodation, reserve seats at shows and restaurants, make transport inquiries, and give feedback.

In return, the system lets tourist bosses learn more about visitors by recording phone numbers, and the areas and attractions they were interested in.

The information logged will be used for marketing campaigns.

The system is also being introduced at Stratford Leisure Centre, Leamington Tourist Information Centre, the new Waitrose store in Kenilworth, and Southam Library.

There are plans too to implement the service in Henley-in-Arden, Alcester, Warwick, and at the Shakespeare Birthplace Trust, in Stratford.

24 hours a day tourist information

SHAKESPEARE Country is to make information available to visitors 24 hours a day with its new automated service.

This service, which will be launched at the Bridgefoot Tourist Information Centre in Stratford tomorrow (Friday), will enable visitors to quickly and easily select and book accommodation, reserve seats at shows or restaurants, make transport inquiries and provide feedback about their visit experience.

The user can access the information simply by dialling a local number displayed on the screens at the TIC and

selecting various options using the keypad on their phone.

In return, the system enables Shakespeare Country to learn more about its visitors as it records their contact telephone number and the areas and attractions they were interested in.

Over the next few weeks the service will become available at various venues, including the Stratford Leisure Centre, and there are also plans to implement it in Henley, Alcester, the Warwick TIC and the Shakespeare Birthplace Trust in Stratford, although the exact details are yet to be confirmed.

Stratford-upon-Avon Tourist Information Centre canditv articles:

Left: Coventry Telegraph, July 31st 2008

Upper: Stratford Herald

Online link to Coventry Telegraph article can be found here:

<http://www.coventrytelegraph.net/news/south-warwickshire-news/2008/07/31/info-for-warwickshire-tourists-all-day-and-all-night-92746-21440171/>