



Social media recommendations attracting new customers to the Hoseasons Group through iVizit launch

London, 11th August 2011 – Digital marketing agency STEEL, working with the Hoseasons Group, has launched a new online tool allowing users to recommend places of interest and activities across the UK.

The iVizit site (www.iVizit.co.uk), created by STEEL, consists of an interactive map and is home to user generated recommendations. Users plot favourite activities, places of interest and things to do, and can rate and share pictures for each post. The number of recommendations and endorsements is growing daily, and consists of everything from the best castles to visit in Scotland to Zorbing in Dorset.

iVizit is fun, informal and gives a forum for comments and recommendations, providing a must-see and do activity guide for users. Users are also given links to nearby accommodation. This gives the Hoseasons Group the opportunity to tap into a more difficult to reach audience – new and potential customers that value independent advice.

Nick Smith, Director of Marketing Planning at the Hoseasons Group says, “One of our biggest challenges is attracting new customers, and iVizit provides us with a unique and engaging opportunity to reach a different audience. We want to be able to offer people the opportunity to find new and exciting things to do in the UK and then find great places to stay whilst they are there.”

Nick Bennett, Managing Partner at STEEL says, “We all share and talk about the best things we've done on holiday. That 'social result' of a great holiday was at the heart of our digital strategy for iVizit. By providing a useful and interactive web platform for these social results, we have created a completely different way for new customers to discover the brand through social media recommendations. Empowering the crowd by finding the right fit in the social web will increasingly become the central part of digital success for many brands. No brand will survive with broadcast alone.”

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About STEEL

STEEL is an integrated digital marketing agency specialising in digital planning and strategy, eCRM, web and mobile development, social media and display creative. STEEL's mantra is 'Smart Digital Thinking' and they work from the basis that consumers see brands not channels. STEEL facilitate engaging two way communications between consumers and their clients. STEEL's current client list includes Debenhams, Talk Talk, BBC Worldwide and Greggs the Bakers. www.steellondon.com

About the Hoseasons Group

Each year, millions of holidaymakers choose the Hoseasons Group for self-catering accommodation and short breaks. Hoseasons offer access to over 40,000 properties across the UK and Europe with our established, well-known brands. Through trade or direct (by brochure, online or with a travel agent) Hoseasons enable customers to book how and when they want. cottages4you is a trading brand within the Hoseasons Group.

www.hoseasons.co.uk

www.iVizit.co.uk

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