



MYDESTINATIONINFO.COM

Case Study



“From the moment we made contact with UKFast we were overwhelmed with the **service and **support** that was available.”**

Co-founder, www.mydestinationinfo.com

Winner of the 2009 UKFast Digital Travel Entrepreneur Award, MyDestinationInfo.com is a network of online travel guides that are owned and created by local experts. With the added usability of an online booking engine, a fast and supportive hosting provider is essential to delivering its service.

Since joining UKFast, MyDestinationInfo has seen:

- Visitor numbers triple to over five million travellers a year
- Its revenue quadruple
- Franchised destination sites increase from 12 to 60

BUILDING MYDESTINATIONINFO.COM

First conceived in June 2006, MyDestinationInfo.com is the product of entrepreneurs James Street and Neil Waller. After leaving their Business university degrees to create the successful tourist information guide MarbellaInfo.com, the duo spent a year developing and testing the model before establishing the MydestinationInfo.com platform in 2008.

A simple concept, MyDestinationInfo is focused on building websites that offer unrivalled levels of local information; providing travellers with a one-stop shop to research and book their holiday from a single website.

Co-founder Neil says, “The MyDestinationInfo websites combine accurate information maintained by local experts with the added usability of an online booking engine.

“The websites are built to provide an advertising platform that is complimentary to the user experience. Offering targeted and cost-effective advertising means generating healthy revenues for the franchisee.”

“UKFast take a long term view on clients and their business and really want to work with them to help achieve their goals.”

AN INNOVATIVE SERVICE

As the company continues to expand, it has remained committed to staying ahead of competitors. As a result, 2009 saw the site triple its visitor numbers, acquire four times the franchised destinations and quadruple its revenue.

Neil says, “The websites are fresh and simple in design, with a firm focus on quality and quantity of content. Registered member features help cement the brand relationship with each visitor.

He adds, “When looking for our hosting provider it was important they also represented our core values of quality, support and innovation.”

“Since joining UKFast we have been rewarded with outstanding customer service and have witnessed the true meaning of proactive server monitoring.”

CHOOSING UKFAST

By choosing to host with UKFast, MyDestinationInfo benefits from being on the UK’s fastest network.

Neil says, “All research shows that the faster your site is the better your search engine rankings are. Fast hosting is just as vital as good code.”

He adds, "Choosing UKFast was an easy decision as we discovered the company through independent tester Webperf. UKFast ranked as one of the fastest hosting providers online, so we were confident even before contacting them that it was a professional outfit.

"But from the moment we first dealt with the company we were overwhelmed with the service and support that was available."

UKFast prides itself on placing a real emphasis on customer service. As four time winners of the ISPA award for customer service, providing clients with the expertise and support that they need is crucial to the core values of the company.

Not only this but with trained levels 3 and 4 Windows and Linux engineers only three rings away, UKFast's award winning support from specialised engineers, is available to clients 24 hours and day, every day of the year.

SUPPORT FROM UKFAST

Neil comments, "Since joining UKFast we have been rewarded with outstanding customer service and have witnessed the true meaning of proactive server monitoring."

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UKFast has recommended several improvements to the MyDestinationInfo solution including the addition of Capacity Threshold Monitoring. This has helped Neil to understand his solution entirely and ensure that the hardware in use is utilised in the best possible way.

"It is the depth and breadth of knowledge on offer from UKFast which has really proved to be invaluable to our company. We have been in touch with them regarding everything from

our firewall set up to backup issues and have always been impressed with the support available. It has allowed us to create a solution which is ideally suited for our own business needs. "

THE SKY IS THE LIMIT

After a successful 2009, which has seen the business grow from 12 franchised destinations to over 60, MyDestinationInfo.com looks set for a bright future. An additional 700 domain names of alternative destinations around the world and an expanding technical team means that MyDestinationInfo hope to reap the rewards of its hard work and reinvestments in 2010.

Neil concludes, "Our target is to receive two million travellers a month by the end of the year, while covering 100 destinations around the globe. In terms of visitor numbers, this would mean that MyDestinationInfo.com would have almost 50 per cent of the audience that LonelyPlanet.com, a 30-year-old travel brand, has.

"We want to become a household brand and a trusted resource for travel information and booking. We look forward to continuing our work with UKFast to make this possible, and will keep on adding new features and design improvements to stay one step ahead of the competition."

"When looking for our hosting provider it was important they also represented our core values of quality, support and innovation and from the moment we made contact with UKFast we were overwhelmed with the service and support available."

LAWRENCE JONES, UKFAST MD:

“It is fantastic to see the rapid growth MyDestinationInfo has enjoyed in just three years. Our network with its powerful combination of speed and reliability offers the perfect platform for fledgling and establish companies to grow.”

If fast results are important to your business, then you need to talk to one of our hosting experts today.

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