



Andy Abram, Director



# New Mind



Established 1999

Tourism Focus

46 Employees



Extend Your Reach



New Mind



Established 1999

Tourism Focus

Leading Supplier of  
Technology Solutions  
to Tourism Sector



Extend Your Reach

# Clients



VISITBRISTOL.CO.UK



visitcheshire.com

devon

The Royal Borough of Windsor & Maidenhead

South East  
| ENGLAND

South West  
England



visitLiverpool.com  
Official Tourism Website for the Liverpool City Region

visitLancashire.com  
The Official Website of Lancashire and Blackpool Tourist Board



visitBrighton

Extend Your Reach

Three yellow circles are arranged horizontally in the center of the slide. Each circle contains text in a dark blue, sans-serif font. The background of the slide is a blurred image of a train track receding into the distance under a bright sky, with a network of white lines and dots in the upper right corner.

Information  
System

Booking  
Solution

Content  
Management  
System





The diagram features a large, semi-transparent blue circle in the center. Inside this circle, there are three smaller, solid yellow circles arranged horizontally. Each yellow circle contains text. Below the yellow circles, still within the large blue circle, is the text 'E-tourism solution'. The background of the slide is a blurred image of a modern building at night with blue and white light streaks.

Information  
System

Booking  
Solution

Content  
Management  
System

E-tourism solution





# Our DMS Modules



Extend Your Reach



# Product Management

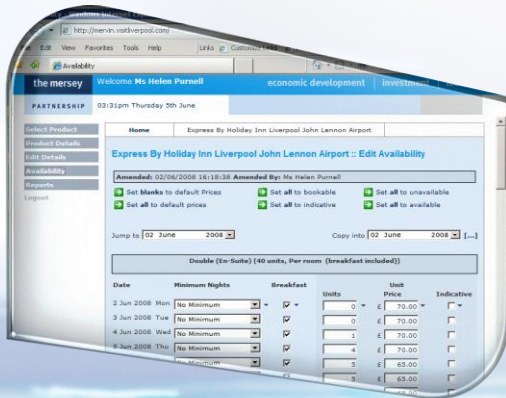


Extend Your Reach

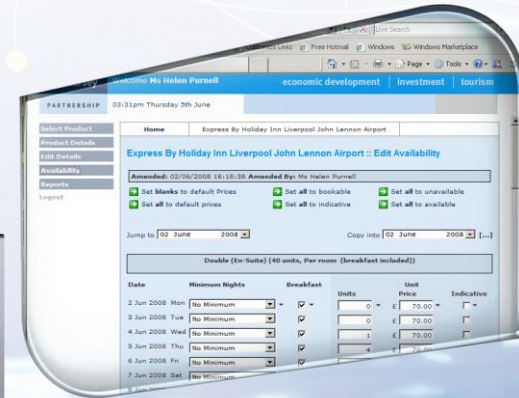
# Booking Inventory



## Indicative Availability



## Allocated Availability



Booking



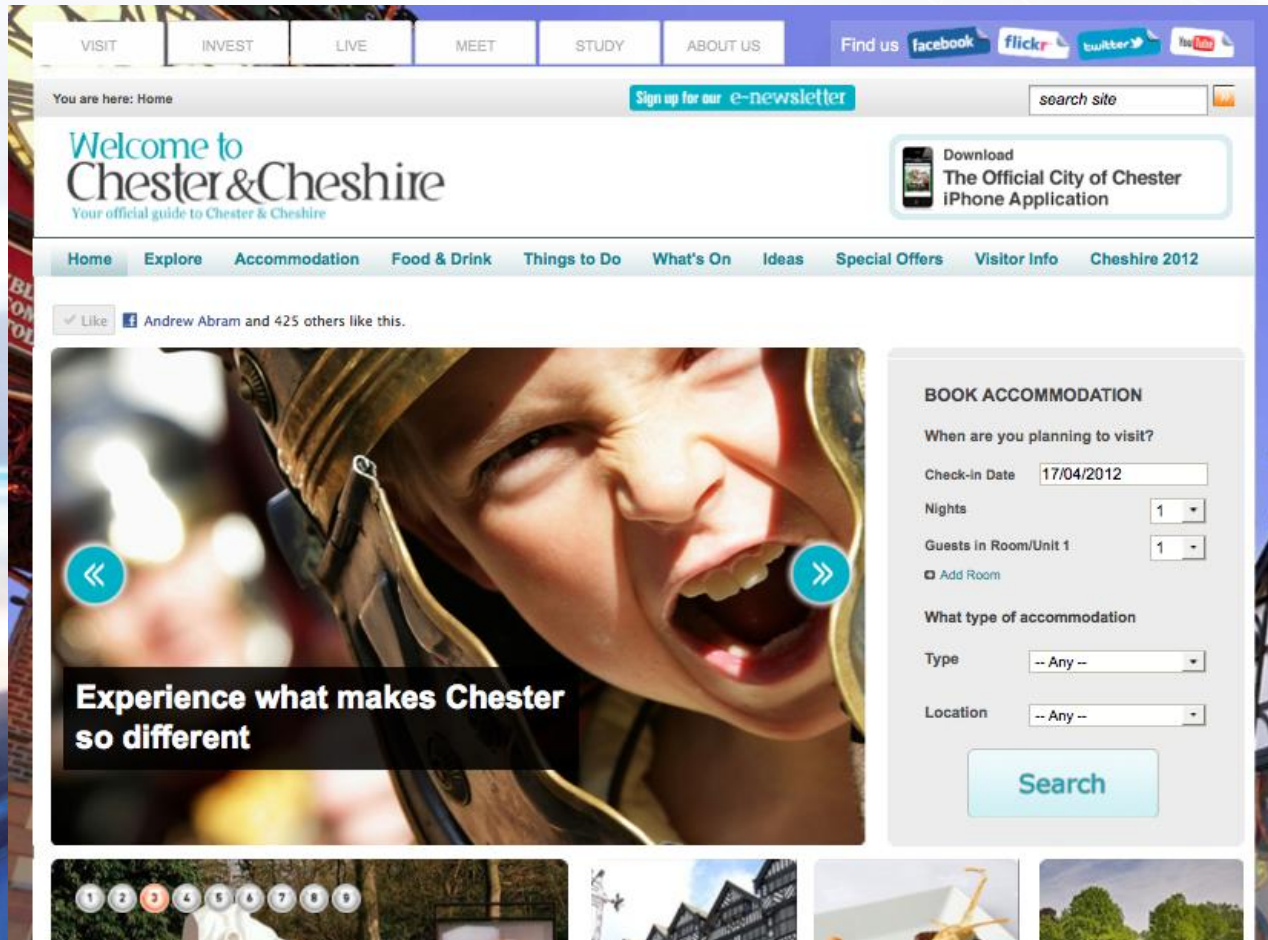
Real-time



Channel Manager

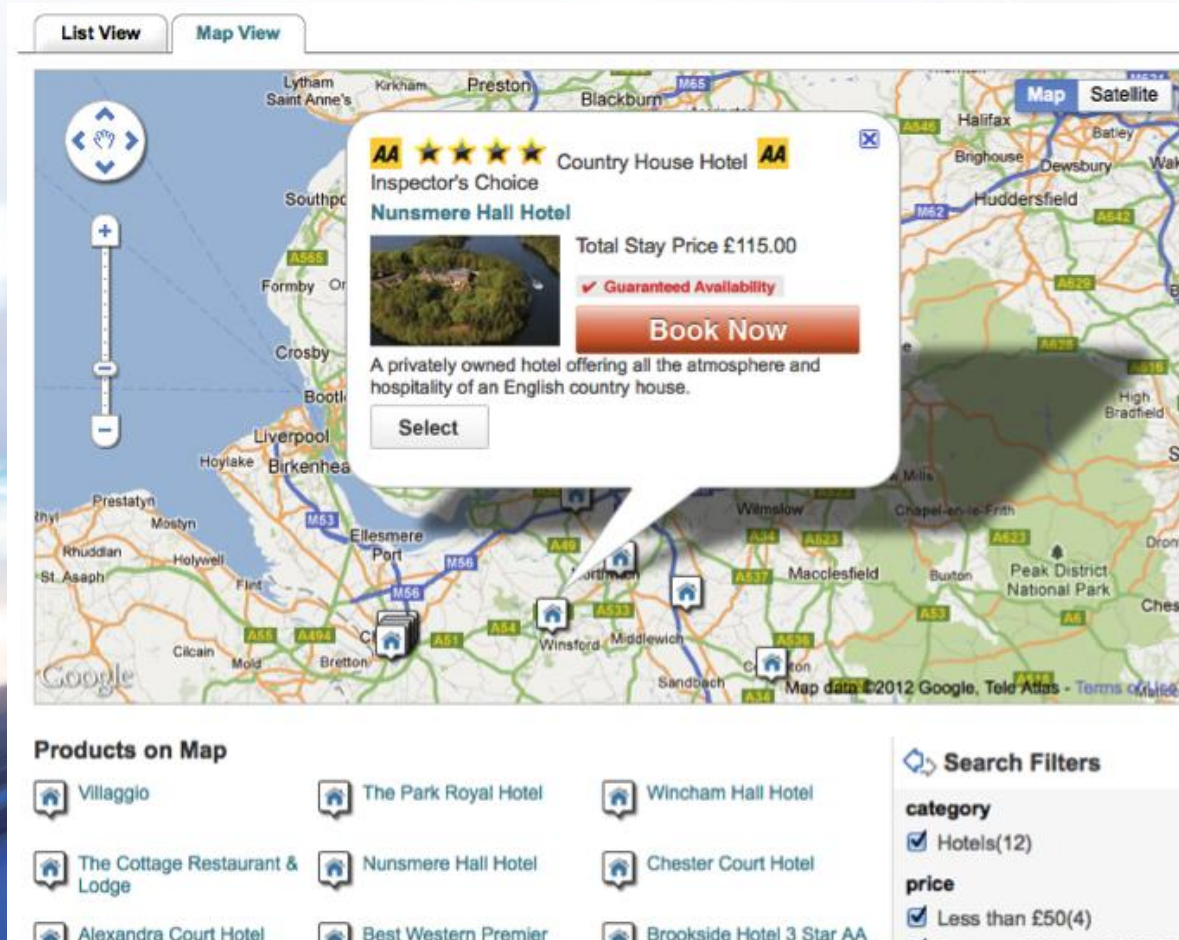


# Case Study: Chester



Extend Your Reach

# Web Site Functionality



The screenshot displays a web interface for hotel bookings. At the top, there are tabs for 'List View' and 'Map View', with 'Map View' being the active selection. The main area features a Google Map of the Liverpool and Manchester region. A detailed popup window is centered over the map, highlighting the 'Nunsmere Hall Hotel'. The popup includes the hotel's AA rating (5 stars), a 'Inspector's Choice' badge, a small aerial photo of the property, and a 'Total Stay Price' of £115.00. A red 'Book Now' button is prominently displayed, along with a 'Guaranteed Availability' checkmark. Below the price, a brief description states: 'A privately owned hotel offering all the atmosphere and hospitality of an English country house.' A 'Select' button is also present at the bottom of the popup. To the left of the map, there are navigation controls including a compass and a vertical zoom slider. Below the map, a section titled 'Products on Map' lists several hotels with their respective icons: Villaggio, The Park Royal Hotel, Wincham Hall Hotel, The Cottage Restaurant & Lodge, Nunsmere Hall Hotel, Chester Court Hotel, Alexandra Court Hotel, Best Western Premier, and Brookside Hotel 3 Star AA. On the right side, a 'Search Filters' section is visible, showing filters for 'category' (Hotels(12)) and 'price' (Less than £50(4)).

List View Map View

Map Satellite

AA ★★★★★ Country House Hotel AA

Inspector's Choice

Nunsmere Hall Hotel

Total Stay Price £115.00

✓ Guaranteed Availability

Book Now

A privately owned hotel offering all the atmosphere and hospitality of an English country house.

Select

Products on Map

- Villaggio
- The Park Royal Hotel
- Wincham Hall Hotel
- The Cottage Restaurant & Lodge
- Nunsmere Hall Hotel
- Chester Court Hotel
- Alexandra Court Hotel
- Best Western Premier
- Brookside Hotel 3 Star AA

Search Filters

category

- Hotels(12)

price

- Less than £50(4)



## Build an Itinerary

### Itinerary Planner

 Click to name this itinerary



#### 1539 Restaurant & Bar

Restaurant | Chester

**Contact Details:**  
Chester Racecourse  
Chester  
Cheshire  
CH1 2LY  
Tel: 01244 304611



#### Nunsmere Hall Hotel

**AA** ★★★★★ Country House Hotel  
**AA** Inspector's Choice

Northwich

**Contact Details:**  
Tarporey Road  
Oakmere  
Northwich  
Cheshire  
CW8 2ES  
Tel: 01606 889100

Guide Price from

**£130.00**

 Guaranteed Availability

[Book Now](#)

### Itinerary Distances

Sort By Shortest Journey

From	To	Distance * (metric)
Nunsmere Hall Hotel (53.21472,-2.61453)	Roman Tours (53.18524,-2.89067)	11.61 miles
Roman Tours (53.18524,-2.89067)	1539 Restaurant & Bar (53.18903,-2.8972)	662 yards
Total Distance *		17.38 miles
Estimated Journey Time		34 minutes

\* Approximate distance by road

# Web Site Functionality



## What's Nearby

Attraction Activity Event Eating Out Towns & Villages



### Cheshire Military Museum

Regimentalia of 4 Regiments:  
The 22nd (Cheshire)  
Regiment, Cheshire  
Yeomanry, 3rd Carabiniers,  
and...

0.11 miles away



### Grosvenor Museum

Fascinating displays that build  
up a picture of Roman  
Chester. Go back in time to  
home life from...

0.14 miles away



### Chester Rows

The Rows are continuous  
half-timbered galleries,  
reached by a series of  
a ser...

0.11 miles away



### Millennium Trail

Welcome to the Chester  
Millennium Festival Trail, laid  
down in 1999...

## WHAT'S ON AT A GLANCE

May 2012

Today

Mo	Tu	We	Th	Fr	Sa	Su
	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



### Dinosaurs Bite Back

19 life-like robotic replicas of the  
creatures that roamed the earth 200  
million years ago, opens...



### Combermere Abbey Tours

Combermere Abbey once again opens  
it's doors for guided tours. The Abbey,  
which has been...

SEE FULL LISTING OF EVENTS



### Ruthin Castle Hotel

Truly Individual... Truly Magical... An  
Extraordinary Romantic and Historic  
Hotel. The perfect romantic setting to give  
your Princess or Prince a...



### Grosvenor Place Guest House

Grosvenor Place is a Georgian town  
house set within the City Walls right  
in the...

### 4\* Gold Wharton Lock Balcony Apartment

4\* Gold Wharton Lock Apartment  
with canal side balcony. The ONLY  
s/c property in the...

### ABode Chester

New luxury 4\* hotel located in the  
heart of Chester and home to  
Michael Caines, the...

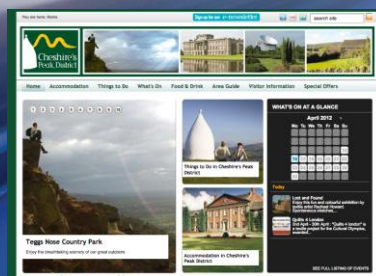
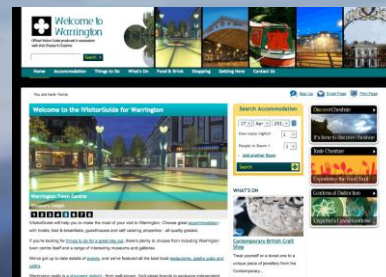
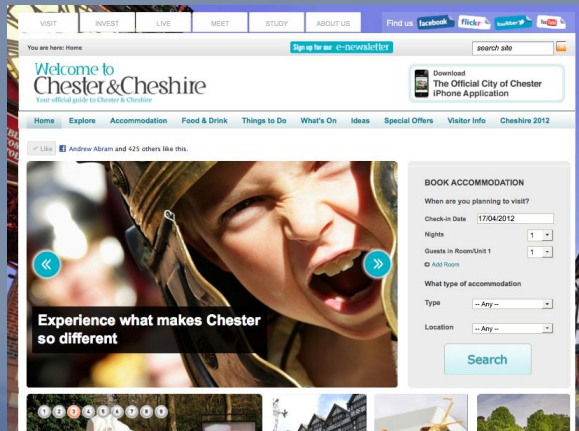
### Crowne Plaza Chester

The Crowne Plaza Chester is the  
only 4-star hotel situated within the  
ancient City...

Extend Your Reach



# Range of web sites



Extend Your Reach





# Facebook App



facebook Search Andrew Abram

Visit Chester & Cheshire Accommodation ✓ Liked

Recommend Be the first of your friends to recommend this.

**Search Accommodation**

Type Area Name

-- Any -- -- Any --

☐ Search for Availability





Price Grading

Price Range: (£) 30 - 200 ☐ 5 ☐ 4 ☐ 3

☐ 2 ☐ 1 ☐ Awaiting Grading

Search

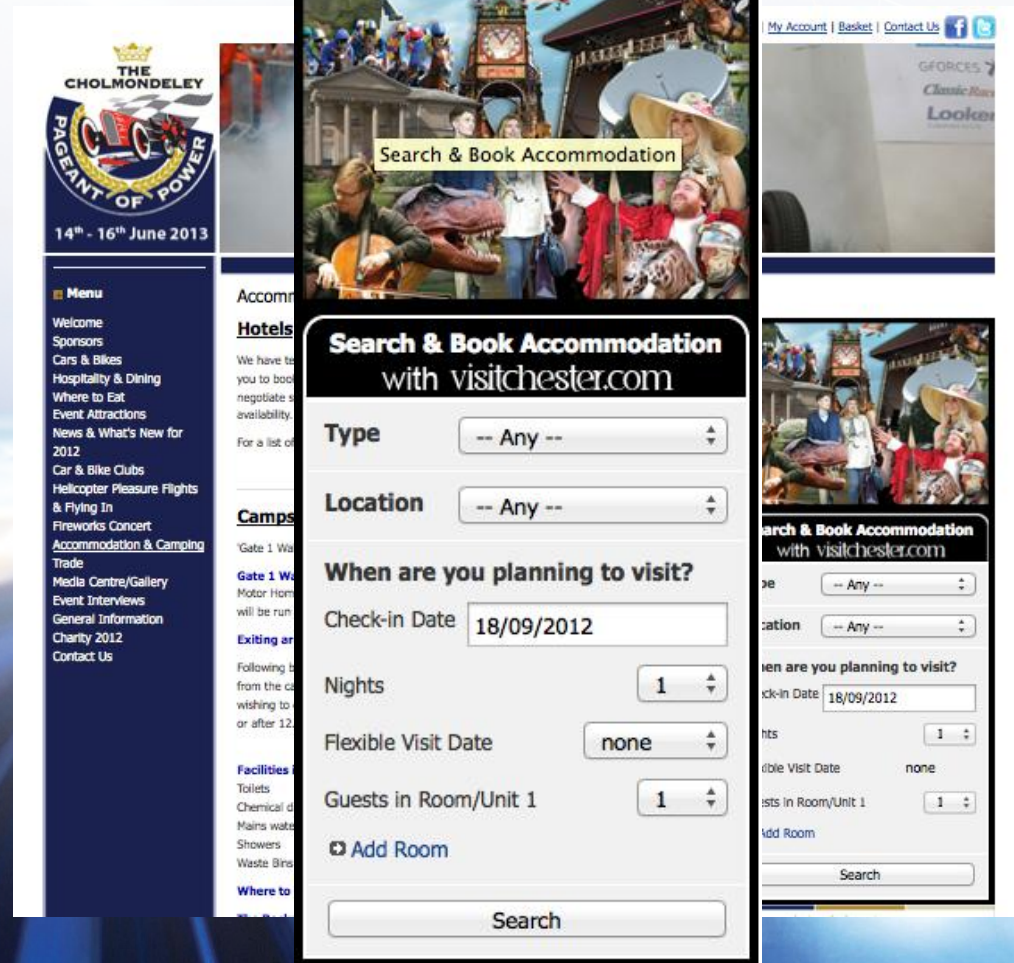
**Featured Accommodation**

 <p><b>Chirk Cottage at Hill House Farm</b> A luxurious cottage with wonderful views, it...</p>	 <p><b>Best Western Manor House</b> Ideally located 3 miles from jct 16 of the M6...</p>	 <p><b>The River House Chester</b> The River House, situated on the banks of the...</p>	 <p><b>Manor Wood Caravan Park</b> Voted Holiday Park of the Year 2010 at the recent...</p>
--	--	---	---

◀ ▶

Extend Your Reach

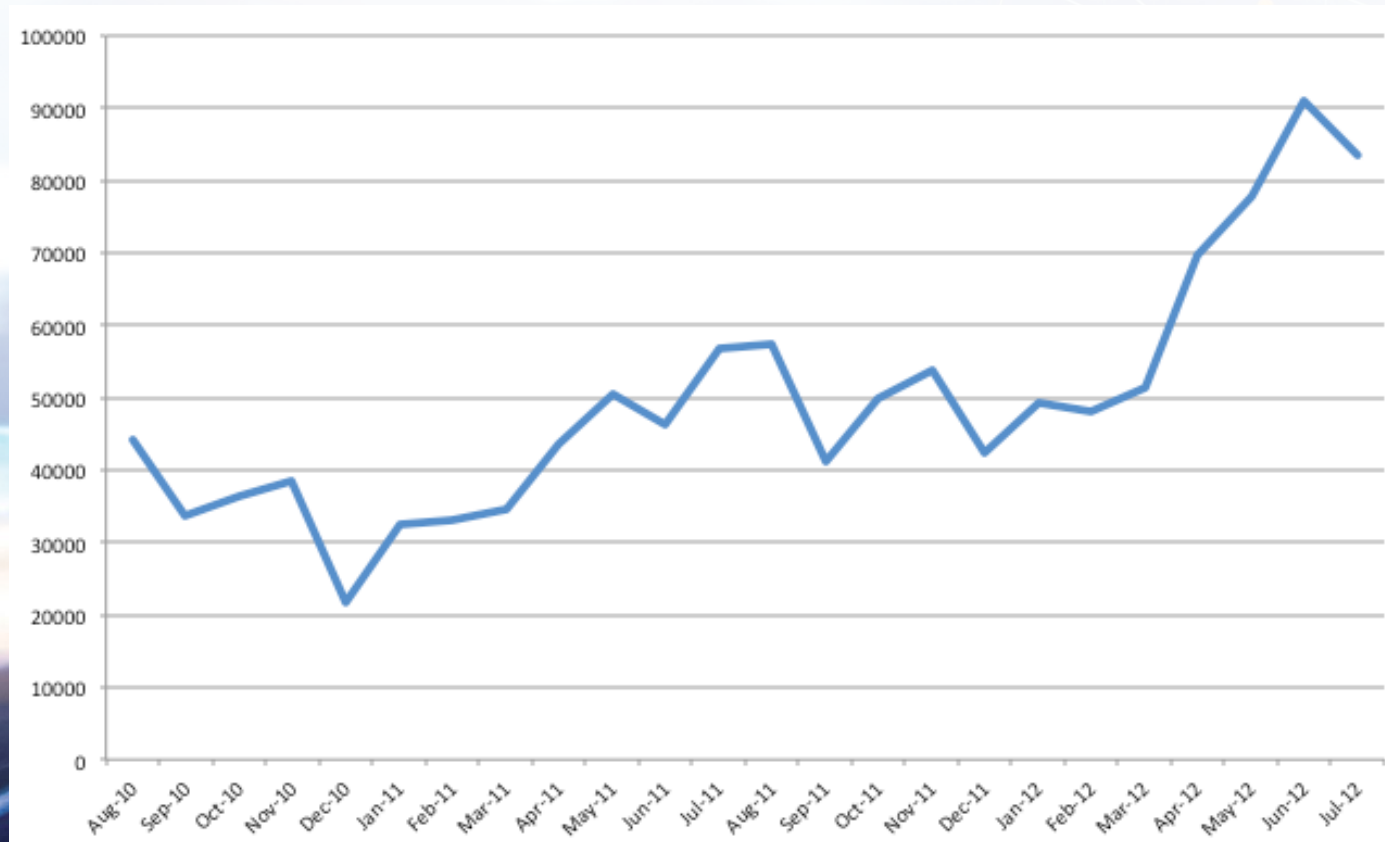
# Widgets

A screenshot of a website interface. On the left, there is a vertical sidebar with a blue background and white text. The sidebar contains a 'Menu' section with links: Welcome, Sponsors, Cars & Bikes, Hospitality & Dining, Where to Eat, Event Attractions, News & What's New for 2012, Car & Bike Clubs, Helicopter Pleasure Flights & Flying In, Fireworks Concert, Accommodation & Camping, Trade, Media Centre/Gallery, Event Interviews, General Information, Charity 2012, and Contact Us. The main content area on the right features a large banner image of a crowd at an event. Below the banner, there is a section titled 'Search & Book Accommodation with visitchester.com'. This section includes dropdown menus for 'Type' and 'Location', both set to '-- Any --'. It also has a 'When are you planning to visit?' section with a 'Check-in Date' field set to '18/09/2012', a 'Nights' dropdown set to '1', a 'Flexible Visit Date' dropdown set to 'none', and a 'Guests in Room/Unit 1' dropdown set to '1'. There is an 'Add Room' button and a 'Search' button at the bottom. A smaller version of this search widget is visible on the right side of the page.





# Performance



Extend Your Reach



# Case Study - Brighton



Brighton tourist information guides from Visit Brighton - Windows Internet Explorer

http://www.visitbrighton.com/

Google Maps

Favorites: Brighton tourist information guides from Visit Brighton

Flags: UK, France, Germany, Spain, Italy, Netherlands

Greeters | Groups | Conferences | Media | Partners | Learn English

## visitBrighton

The official tourism guide to Brighton

Search

Home | Accommodation | Things to Do | Culture | What's On | Eating & Drinking | Shopping | Maps, Guides & Interactive | Tourist Information | Your Brighton

You are here: Home [Email This Page](#)

1 2 3 4 5

Image view  
Video view

### Festival Frenzy!

Get set for May - four festivals, hundreds of venues, thousands of performances, one month in one city...

**Vibrant, colourful and creative, this is Brighton**

**Welcome to VisitBrighton - the official Brighton tourism guide.**

Whether you're looking for accommodation in Brighton, information on Brighton attractions, what's on in Brighton or the best in Brighton culture you'll find the latest tourism information for Brighton & Hove

### Book Now!

[BOOK ONLINE](#)

Type  
-- Any --

Area  
-- Any --

When are you planning to visit?  
13/04/2011

How many nights? 1

People in Room 1 1

[Add another Room](#)

**Search**

Extend Your Reach

# Case Study - Brighton



Extend Your Reach



# Case Study - Brighton



Extend Your Reach

**Thank you**

**Andy Abram - [andy@newmind.co.uk](mailto:andy@newmind.co.uk)**

**Twitter: @newminddms**