

New Visitstockholm.com

With new design, innovative interface and a concept based on a powerful search engine, we want to inspire people to explore Stockholm. Beta.visitstockholm.com is set to guide visitors to a unique experience and allow them to share their love for Stockholm.

The new site is responsive to provide a great user experience, regardless of whether the visitor surfs through a smart phone, web or tablet. Key features are the one page solution with strong emphasis on visual content and the filter navigation. This combination encourages the user to discover Stockholm based on their own preferences.

On Visitstockholm.com we have seen a huge increase in mobile users over the past year. In June 2013, 30 percent of the site visits came from smart phones and tablets, which is double compared to the same period last year. To give the mobile device visitor the best user experience possible we launched the responsive beta version in July 2013.

Releasing a beta version of Visitstockholm.com allows us to optimize and improve the site continuously and be open to visitors' feedback before we replace the current website with the new responsive site.

The new technical platform also gives us the opportunity to integrate our content with other services through open source technology.

Last year Stockholm had 10.8 million commercial guest nights and during the last ten years the number of guest nights has doubled. Our goal is to reach 15 million nights in 2020. The official visitors guide Visitstockholm.com reaches over 3 million unique visitors per year.

Links

<http://beta.visitstockholm.com/>

<http://www.visitstockholm.com>

<https://www.facebook.com/visitstockholm>

<http://instagram.com/visitstockholm>

<http://twitter.com/visitstockholm>

Press release:

<http://press.stockholmbusinessregion.se/en/MND-Detaljsida/Stockholm%20Visitors%20Board/pressrelease/884177/>