



Travel app revolutionises Norfolk Broads experience

- **The Norfolk Broads in the palm of your hands**

A new travel app is launching today (3rd May) to help tourists navigate their way around the Norfolk Broads and plan fun days out before and during their stay.

With almost two thirds of the population now owning a smartphone, **The Norfolk Broads** app is the only one in the UK to feature a clear, interactive map of the county's famous waterways.

The app detects your current location via 3G, WiFi & GPS helping The Norfolk Broads' seven million annual visitors search for attractions and mooring spots close to their accommodation.

The must-have app is packed full of features to help families get the most out of their stay including:

- Biking routes and walking trails
- Personalised searches for the best hotels, pubs, restaurants, tourist attractions and boat hire
- Family, pet and wheelchair friendly searches
- Live web cameras of famous landmarks and tourist attractions including Cromer Pier and Wroxham Bridge
- Parking and boat mooring spots
- GPS location tracking - regardless of phone signal*

It is the brainchild of Ross Clabburn, director of tourism business NorfolkBroads.com, who believes the app is the 21st century's answer to Tourist Information Centres:



“The Norfolk Broads has so much to offer and explore so we wanted to create an app that gives visitors easy access to information on the go, essentially a tourist information centre in the palm of your hands.

“In the last couple of years, we’ve seen a dramatic jump in the number of people viewing our tourism website, NorfolkBroads.com, on mobile devices with around 20 per cent of visitors accessing information that way. So we wanted to make their holiday experience even better.

“We’re really excited to launch The Norfolk Broads app and hope it gives visitors some great ideas for their trip and helps them make the most out of their time in this beautiful region.”

The app also works offline so can still be used if phone signal is temporarily lost.

Bruce Hansen, tourism officer for The Broads Authority says: “The new app will really open up the Broads for our visitors. It will be particularly valuable in the large areas where broadband signals are limited or non-existent.”

The Norfolk Broads app (developed by Innershed) is available on Apple iOS systems such as the iPhone and iPad and can be downloaded from the App store for 69p.

Find them on Twitter @TheBroadsApp.

ENDS

About NorfolkBroads.com

Launched in 1998, NorfolkBroads.com is the official tourist website for the Norfolk Broads. Attracting visitors from across the UK, the website receives 250,000 visits per year with 20% of visits coming from mobile devices. To find out more visit www.norfolkbroads.com

*hardware dependant

For a free voucher code to review the app, please contact Catrina on 01603 219 191, catrina@reflectionpr.co.uk or 077 313 43511.