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Downloads: www.morroch-bay.com/resources

Remote Beach Cottage takes off in Cyberspace.



A one in one cliff track to a beach cottage in the middle of no-where?

Not a problem for the off-road community and the power of the World Wide Web.

Richard Nash initially found his 25 acre bay on the Mull of Galloway a marketing challenge. However the main cottage is now fully booked throughout the year, mostly by repeat visitors.

A second derelict croft on the beach front has now been stylishly redeveloped.

Richard said "We were lucky finding the off-road community. The place is pretty inaccessible without 4WD – although we do offer a collection / delivery service. I built a web site (www.morroch-bay.com) back in 1997. We had been getting calls at all hours from all round the world.

The website publishes availability, pricing and booking forms 24 hours a day. We top the search engines for 'Beach Cottage Scotland'.

I learned how to publish and promote my own web pages, and now help other people with e-marketing."



This development has been made possible by the interest of the off road community and the power of technology.

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