

Press Release

Springfield Convention & Visitors Bureau

March 22, 2011

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Springfield, Mo. – Press Release

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March 25, 2011

Contact:

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- Susan Wade; Convention & Visitors Bureau Public Relations Manager; 800-678-8767, Ext. 101; 417-799-0401; 417-830-0645 or swade@springfieldmo.org.

Springfield, Mo., CVB Launches New Website

Springfield, Mo. –The Springfield, Mo., Convention & Visitors Bureau has launched a new website.

Produced by Kansas City-based MMG Worldwide, the new website at www.SpringfieldMo.org features colorful photography, video, user-friendly options, social networking capability, an enhanced events calendar, mapping and much more.

More people are planning their travel with the Internet and with rapidly changing technology, expectations of website users and competition with other cities at an all-time high, CVB staff determined it was time to bring in a team of experts to take the site to a new level. In the past, the bureau managed most of its website production in house. The last redesign of the site was in 2005.

The new site is just one way the CVB is enhancing Springfield's Internet presence. A mobile application for smart phones was developed (available free at www.VisitSpringfield.mobi) last year, online advertising promoting Springfield as a travel destination has increased and the bureau is working with the Missouri Division of Tourism on a search engine optimization campaign to increase website visitation from Google. The bureau maintains Twitter and Facebook accounts, a blog and an online newsletter. Texas A&M is conducting a survey to determine what visitors like and don't like about the former website and the new site.

For more information, call the Convention & Visitors Bureau at 800-678-8767 or 417-881-5300.

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