

Tacoma Regional Convention + Visitor Bureau

Tacoma Regional Convention + Visitor Bureau Adds New Features to TravelTacoma.com Mobile Site

July 10, 2012—Tacoma, Wash.—In accordance with the Tacoma Regional Convention + Visitor Bureau's [TRCVB] mission to bring accessible and convenient information to visitors and residents of Tacoma + Pierce County, the TRCVB launched new features to its mobile website that will make finding regional information even easier.

The upgraded mobile site has two additional visitor-friendly features. The first allows users to view special deals for restaurants, attractions, hotels and more. These deals act as coupons, providing the visitor with anything from discounted admission costs to complimentary food. The second feature is the mobile-friendly version of TravelTacoma.com's event calendar. Users can search for events by date, location and activity type [community event, concert, sporting event, etc.].

The TRCVB first launched the mobile version of its TravelTacoma.com site last November which enables users to find local attractions, dining options, recreation, lodging, services and more. Visitors to the mobile site can also use their phone's location-base settings to find nearby activities.

"Visitors want to know what's happening in a particular location during any given travel period. Having access to the event calendar, which is the most viewed portion of our website, gives visitors and locals on-the-go information to enhance their travel experience," said Bridget Baeth, Director of Marketing + Communications for the TRCVB. "Likewise, having access to discounted services is a perk for anyone, and we hope to see increased use of these features now that they're available on a mobile device."

The TRCVB partnered with local website design and development company SiteCrafting to develop its mobile site. The TRCVB and SiteCrafting have been working together since 2009 when initial development of the TravelTacoma.com website began.

For more information on the TRCVB's mobile site, visit www.TravelTacoma.com/Mobile.

For more information on SiteCrafting, visit www.SiteCrafting.com.

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The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, Wash. Accredited by Destination Marketing Association International.
For more information, visit www.TravelTacoma.com.

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