

NEWS

For Immediate Release



College Park Convention & Visitors Bureau

Meet College Park, Georgia Launches New Website

Destination marketing organization integrates extensive content and updated features

COLLEGE PARK, GA. (August 18, 2014) – Meet College Park, Georgia (Meet CPGA) is pleased to announce the launch of its new, completely redesigned website www.meetCPGA.com. Designed by leading destination marketing solutions company, Simpleview Inc., the fully-featured site has been carefully created with a web-based destination management system specifically aimed to manage relationships with industry partners, meeting planners, consumers, the media and other integral web users.

Meet College Park's website is designed to assist these audiences in making well-informed plans for their stay in College Park, GA. By implementing various integrated modules and widgets, the new site delivers extensive content and exciting, easy-to-use features, including an event calendar, an advanced site search engine, a travel booking engine and language translation.

"As our organization continues to expand, we hope to keep Atlantans and industry professionals informed of all of the benefits that come with embracing the College Park community," says Cookie Smoak, Meet College Park's president. "With a fresh new look and fully updated, user-friendly features, we are excited to provide all users with the opportunity to see why College Park, Georgia, has earned its spot as one of the South's premiere destinations for business meetings, conventions and tourism."

Below are detailed descriptions of just some of the features that www.meetCPGA.com has to offer:

- The site's *Calendar of Events* gives visitors an easy way to find out what's happening while they visit their destination.
- The *Advanced Site Search* component provides visitors with extra tools to zero in on exactly the content they want with results sorted by relevance. This feature employs many of the advanced search elements used by popular search engines.
- *Booking Engine Integration* delivers the convenience of researching travel, lodging and more directly through the Meet College Park site while creating additional income through commissions and other revenue programs, including travel search and booking engine provides like Travelocity, JackRabbit / BookDirect, Advanced Reservations Systems (ARES) and Priceline.
- *Google Translate Integration* allows site visitors from different nationalities complete access to the Meet College Park website, enabling anyone to read the entire site in their native language by selecting it from a series of national flag icons or in a language drop-down menu.

About Meet College Park, Georgia

Meet College Park, Georgia, is the city of College Park's recently formed convention & visitors bureau, working to generate and stimulate economic development and impact for the city. By effectively marketing facilities of the community as a preferred tourism, convention and business destination, the organization promotes and enhances the quality of life within the community, driving economic activity to the City of College Park. For more information, please visit www.MeetCPGA.com.

###



MEDIA CONTACT:

Julia Baker | Julia Ott

julia@thereynoldsgroupinc.com

jott@thereynoldsgroupinc.com

v. 404.888.9348

t. 877.231.1568