



FOR IMMEDIATE RELEASE:
February 22, 2016

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EXPERIENCE GRAND RAPIDS RECEIVES INTERNATIONAL AWARD FOR NEW WEBSITE
EXGR ACCEPTED A GOLD ADRIAN AWARD FOR THE UPDATED WEBSITE DESIGN

Grand Rapids, Mich.—Experience Grand Rapids (EXGR), the area’s official destination marketing organization, accepted an Adrian Award in New York City Tuesday, Feb. 16 for their new website: ExperienceGR.com. The Hospitality Sales & Marketing Association International (HSMAI) Adrian Awards is an internationally acclaimed, prestigious marketing competition where honorees are chosen from over 1,200 entries by senior industry and media experts.

ExperienceGR.com was launched in 2015 as an effort to improve EXGR’s promotion of the region. The updated design incorporates features inspired by a focus group conducted by Destination Analysis, a market research company for travel and tourism businesses.

“We continue to make efforts to enhance the visitor experience, while also providing new offerings,” said Doug Small, President and CEO of EXGR. “As more travelers use their digital options, like computers and smart phones to research travel destinations, we want ExperienceGR.com to be an engaging, responsive and helpful website that reflects the beauty of this region and encourages people to travel to Grand Rapids and Kent County.”

The new website uses responsive web design, allowing visitors to easily see and interact with content from a desktop computer or handheld device, including smart phones and tablets. In-site search capabilities were also improved to pull information from all parts of the website to appeal to multiple types of travelers. For example, if a visitor searches “beer”, they will receive results including: Grand Rapids beer awards and recognitions, beer events (pulled from EXGR Calendar of Events), ideas for the craft beer lover (from the EXGR blog), beer videos, beer hotel packages and beer promotions. These changes led to ExperienceGR.com’s Adrian Award nomination and ultimate win.

“We are excited to receive this international recognition,” said Small. “This acknowledges one of the many ways we are improving visitor experiences and continuing to grow as an organization.”

In 2016 ExperienceGR.com has also won:

- AVA Digital Award- Gold- ExperienceGR.com
- AVA Digital Award- Platinum- Frederik Meijer Gardens: A Grand Rapids Treasure Video
- MarCom Awards- Gold- ExperienceGR.com

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About Experience Grand Rapids

Established in 1927, the mission of Experience Grand Rapids is to strengthen the region's economic vitality and quality of life by marketing Grand Rapids/Kent County as a preferred visitor destination. Previously named the Grand Rapids/Kent County Convention & Visitors Bureau, EXGR represents the second largest city in Michigan with over one million residents.