

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## RACVB Launches New Website

*gorockford.com serves as a one-stop resource for residents and visitors*

FOR IMMEDIATE RELEASE

December 21, 2009

ROCKFORD, IL — Just in time for the hectic holiday season and the expected influx of people coming to visit their families, the Rockford Area Convention & Visitors Bureau has launched a new version of its website, [www.gorockford.com](http://www.gorockford.com). With enhanced, user-friendly navigation, improved functionality, and complete social media integration, the RACVB's new website serves as the perfect one-stop guide for the community to find entertainment for their visiting friends and family.

### Highlights of the new website include:

- Full **social media integration** through the **Share This** application that allows users to share their favorite content on popular social media sites, such as Twitter and Facebook, with just the click of a button.
- Full integration with **TripAdvisor** with hotel, restaurant and attraction listings, adding an additional degree of relevance and authenticity as guests to the site can read and post consumer reviews.
- Complete integration with RACVB's **social media channels** on Facebook, Twitter, Flickr and YouTube.
- A JackRabbit **direct hotel booking widget** that allows users to search for available hotel rooms and then book directly on the hotel's website rather than through the previously used third-party application.
- The **ability to translate the website** into German, Spanish, Swedish, French, Chinese, and Italian through Google Translation.
- The ability for meeting planners and tournament organizers to **submit a request for proposal (RFP)** via the website.

"After countless hours of working on the design elements, updating content, and re-imagining a better, more user-friendly website, we're very pleased with the finished product," said Stacy Kiejko, RACVB Marketing Communications Manager. "New elements on the site, such as the direct hotel booking capability and the TripAdvisor visitor reviews, allow us to provide a more complete user experience. Instead of visiting multiple websites to get the information they need, visitors can find it all on our site."

Refreshed sections of [gorockford.com](http://gorockford.com), such as the Calendar of Events, restaurant listings and attractions listings, provide users with a one-stop resource on the Rockford Region. Visitors can book a hotel room and create a customized, printable itinerary for their trip, providing a stress-free vacation-planning experience.

– MORE –

## Page 2 of 2/RACVB Launches New Website

For area residents, the site serves as a complete, get-out-and-go guide. Not only can locals reference the site for places to take visiting friends and family, they can use the calendar of events to find out what events are taking place in the area, or get tips on dining and nightlife hotspots.

"While the new website serves as a great guide and welcoming agent for visitors to the Rockford Region, it also provides a much-needed resource for area residents," said John Groh, RACVB President/CEO.

"GoRockford.com is a comprehensive guide to our region and offers a wealth of information to help local residents find something to do – from scheduled events and activities to ongoing recreation at the region's many sites and attractions."

The RACVB's website, including its CMS (content management system) and the bureau's CRM (customer relationship management system), was last refreshed in 2004. After a competitive bidding process, the RACVB chose to work with GrahamSpencer, a local strategic marketing firm, to design the look and feel of the new website. Simpleview, inc., a company with extensive experience building websites for tourism bureaus, developed the back-end of the RACVB's new website, including an updated CMS and CRM.

Founded in 1987, GrahamSpencer is an integrated, full-service strategic marketing firm with offices in Rockford, Illinois, and Ridgway, Colorado. GS provides research, brand strategy, graphic design, web development, e-marketing, social media, advertising and public relations services to a broad array of industries.

Simpleview's client offerings combine high-level strategic planning with destination marketing organization-specific technologies and services. Since 1991, simpleview has helped 125+ destination marketing organizations (DMOs) get the most out of technology, the web and interactive marketing. Last year, *Inc.* magazine ranked simpleview #2 among the fastest-growing, privately held U.S. companies in the travel and tourism sector.

RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. For information on accommodations and things to do, visit [gorockford.com](http://gorockford.com). RACVB generates positive economic impact for our community through investments in tourism marketing and sales efforts.

###

### **FOR MORE INFORMATION:**

Stacy Kiejko, RACVB Marketing Communications Manager: 815.489.1655, [skiejko@gorockford.com](mailto:skiejko@gorockford.com)