

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Expands Use of Digital Tools By Adding Google Maps To Website

New feature optimizes Rockford Area Destination Searches

FOR IMMEDIATE RELEASE

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ROCKFORD, IL — The Rockford Area Convention and Visitors Bureau (RACVB) has made good use of fun digital tools. Currently web users can “friend” the RACVB on Facebook, catch the latest edition of the Hideaway in Rockford campaign on YouTube, check out quality Rockford photographs on Flickr and receive instant commentary on Rockford’s latest news on Twitter. Now the RACVB is using the search engine tool, Google Maps to make navigating the Rockford Region easier for visitors who are looking for accommodations, dining, entertainment and attractions in the area.

On Tuesday March 1, the RACVB integrated Google Maps into its website. The new feature allows web users to obtain an understanding of where area businesses and attractions are located on a digital map of Rockford. The map can be adjusted to a two dimensional, satellite, hybrid or terrain layout of the region. Additionally, web searches for things to do can be narrowed by keyword, category, and region. Six distinct sections of Rockford along with Roscoe, Rockton, South Beloit and other Winnebago County destinations are identified on the map.

Because of these features, finding things to do in Rockford is as easy as keying in what you want and allowing a map to show you where it is. The RACVB’s Google Map of Rockford can be found by visiting the website www.gorockford.com and selecting “Things to Do” from the visitor’s tab on the homepage. From there a simple click on the link “view mapped listings” will bring up the new mapping tool.

RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. The RACVB adds wealth to the region’s economy by investing in marketing programs that grow tourism. www.gorockford.com

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