

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB launches redesigned GoRockford.com

Enhanced Calendar of Events, Things to Do listings, hotel and restaurant information and more to showcase the region's great offerings

FOR IMMEDIATE RELEASE

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Rockford, IL – Figuring out what to do this weekend in the Rockford area just got a lot easier. The Rockford Area Convention & Visitors Bureau re-launched www.GoRockford.com on Wednesday with a brand new design that focuses on telling the region's story through dynamic photos, comprehensive calendar and event listings, user generated content and feature articles from local bloggers and enhanced listings for our attractions, restaurants, shops and hotels.

"Our region is overflowing with so many fantastic and exciting 'Things to Do,'" said Josh Albrecht, Director of Marketing & Public Affairs of the Rockford Area Convention & Visitors Bureau. "So, we wanted to recreate our website in a way that captured the energy of our community and put it on display for the world to see and explore. GoRockford.com isn't just for visitors to plan their trip to our region. The site is a great resource for locals to learn more about their community, to stay connected with upcoming events and to plan their own local adventures."

One of the biggest enhancements is the usability of the website as the new design allows the site to be fully responsive across all platforms and devices. What that means is that users can easily access the same content from their desktop computer, tablet device or smart phone without having to download an app or change any settings.

"Across the board, the industry trend is to have websites that are responsive to the device the user is interacting with," said Albrecht. "The more usable the website is, the better it will be at providing the content the user wants and needs. This past year, we saw an increase of 9 percent in mobile device users interacting with the site, and industry projections say that will only continue to go up."

GoRockford.com currently sees strong readership and usage and increased use is anticipated with the new responsive design. In 2015, the site saw 504,311 visits and 356,332 unique visitors with 1.3 million page views.

Top 5 Features to See on the New GoRockford.com

1. The community's calendar

The GoRockford.com Calendar of Events is the go-to source for activities in the region. Whether you are looking to catch a Rockford IceHogs game, want to watch the next great performance at the Coronado Theatre, take in live music or find out about the latest special exhibit at one of the area's great museums, our events calendar will have the scoop on "What's Happening."

2. Discover your new favorite restaurant

The Rockford region is blessed with some amazing restaurants, from long-time favorites like Lino's for pizza and pasta, to neighborhood stops like Lydia's Café for great breakfasts and lunches, to hidden gems like Behr Den, to newer favorites like Tavern on Clark. Our comprehensive restaurant listings let you discover your new place to celebrate or take a date or simply grab a quick bite with a friend.

3. Need a hotel for your in-laws? We can help you find that!

GoRockford.com has an all-new direct booking tool that allows you to look at all of the hotels in Winnebago County at the same time. You can compare prices, look at customer reviews and find which hotel works best to meet your needs – whether that is your in-laws who love a great continental breakfast or family/friends who need a pool to entertain their kids. Or maybe camping is how you roll ... we also have a list of all the great places you can sleep in the great outdoors.

4. Looking for Things To Do? We've got more than you can imagine!

Even if you have lived in the Rockford region your entire life, we guarantee that you will be amazed at the amount of Things To Do in our region. We have easy-to-navigate sections that highlight everything from family fun to outdoor adventures to museums. We have added a page to help you explore Rockford's nightlife, created a list of upcoming community running events and races for all skill levels and highlighted some great shopping and spa locations, as well.

5. Locals and visitors help to tell the story

The new site features a fun new feature that allows you to take part in the storytelling of our region. All you have to do is use #gorockford when posting to your favorite social media site (Facebook, Instagram, Twitter or YouTube) and your content will be showcased on our homepage's GoRockford Social Hub to help tell the world about our region (and don't worry, all posts get filtered so no one does anything silly). And, our enhanced blog section will shine a spotlight on our favorite aspects of the community. Our guest bloggers will help you discover new and exciting aspects of our great community to explore. We hope you check back daily to see what new content is inspiring your fellow community members each day.

Bonus: Check out the Map Explorer

The new site is fully geolocation capable to make your map use even easier. As long as you let your computer, smart phone, or tablet device recognize your location, our geolocation guide map will show you what attractions, restaurants and events are nearest to you, no matter where you are!

The mission of RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. www.gorockford.com

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FOR MORE INFORMATION:

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