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New Look for Hamilton County Convention and Visitors Bureau

Carmel, Ind.-A new look for Hamilton County's tourism efforts will connect the Hamilton County Convention and Visitors Bureau's many product lines. After a lengthy design and vetting process, leadership believes the new Visit Hamilton County brand and mark will more accurately reflect the growing community's position in the market.

The new logo is designed to reference a geo-tag or the look of an on-line map pin. It reflects the new reality that most travelers dream, research and make reservations on-line. The new logo pulls all of HCCVB's products together with a cohesive brand.

Survey research on the new look shows that respondents think the new logo looks contemporary, fresh, clean and sporty. Some remarked that it looks like a balloon and made them think of adventure. Others immediately noted makes them think of travel. The same logo will be used with varied color treatments for niche markets, including sports marketing through the Hamilton County Sports Authority.

Brenda Myers, Executive Director of the Hamilton County Convention and Visitors Bureau says the logo talks about area's future as a destination. "This new mark points to the growth in Hamilton County's diversity of product offerings that draw people here. From youth sports to leisure travelers, arts fans and golfers, the new mark and brand more accurately reflect who we are."

The bureau works to stay ahead of trends in travel including the explosion in online travel research. This reflected by a website greets travelers with web-based reservations and reviews, interactive calendars and a trip planner. Area writers experience Hamilton County's adventures and then post blogs to the website, sharing their stories. The bureau works with travel bloggers and shares travel inspiration on Twitter, Facebook and Pinterest.

The Hamilton County Convention and Visitors Bureau promotes tourism growth through strategic marketing, hospitality and community development initiatives. It has welcome centers in Carmel, Fishers, and Noblesville.

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