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Midland Visitors Bureau



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## PRESS RELEASE

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## MIDLAND CONVENTION & VISITORS BUREAU RELEASES NEW MIDLAND EXPERIENCE GUIDES

*Midland, Texas (Feb. 11, 2014)* — The [Midland Convention & Visitors Bureau \(CVB\)](http://www.visitmidlandtexas.com) proudly announces the release of the new Midland Experience Guide & Map, designed to promote unique, memorable visitor experiences in Midland, Texas. The guides are now available on the CVB's website, [www.visitmidlandtexas.com/Guides-and-Brochures](http://www.visitmidlandtexas.com/Guides-and-Brochures), at the Midland Visitors Center, 1406 W. Interstate 20, and the Midland CVB offices, 109 N. Main St. They will also be available at the Midland International Airport, all Midland hotels, many attractions and restaurants, and at Certified Folder display racks throughout Midland, Odessa, Big Spring and Stanton.

Gaylia Olivas is the vice president of the Midland CVB and said the Midland Experience Guides are the CVB's new take on the visitor guide concept.

"With the growing use of smart phones, visitors have instant access to information such as a list of nearby restaurants and their addresses," said Olivas. "These experience guides are designed to suggest experiences to visitors rather than act as a finite listing of locations. We encourage visitors to visit our mobile-friendly website for that type of information."

The Midland Experience Guide features eight suggested experiences for:

- A Girlfriend Getaway
- The Foodie
- The Sports Enthusiast
- A Fun Family
- The Outdoorsman
- The History Buff
- The Night Owl
- The Art Lover

The guides also include information on accommodations; annual events; transportation; regional attractions; history; statistics; and books, TV show, and movies about Midland.

"We have included a suggested itinerary with each of the eight themed experiences," said Olivas. "They are perfect for a weekend getaway in Midland, which are also the best days for our leisure visitors to find the most competitive hotel rates."

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For more information on the Midland Convention & Visitors Bureau or to request a free Midland Experience Guide and Map, call (800) 624-6435 or visit [www.visitmidlandtexas.com/Guides-and-Brochures](http://www.visitmidlandtexas.com/Guides-and-Brochures).

*The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination.*

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