

Press Release | October 1, 2020

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## **Discover Peoria launches new website, [www.discoverpeoria.com](http://www.discoverpeoria.com)**

*Redesigned site allows for greater user experience,  
enhanced calendar of events and PACVB member listings*

**Peoria, IL-** Discover Peoria (the Peoria Area Convention and Visitors Bureau) launched its brand new website, [www.discoverpeoria.com](http://www.discoverpeoria.com), on Thursday, August 27, 2020. The new site was created to help tell the story of our communities, to create a more user-friendly and informative calendar of events, and add an enhanced listing of business and regional partners. The new website comes on the heels of the PACVB's move to Discover Peoria as the regional branding to attract visitors and to engage local businesses and residents.

“The launch of our new website is another step in the process to create a more dynamic and engaging brand for the community to rally behind and embrace,” said Josh Albrecht, Chief Marketing Officer of Discover Peoria. “Our communities have so many unique experiences and stories to share and we wanted to create a platform to share that information with visitors and residents alike.”

In the first full month of the site being live, Discover Peoria is excited to announce that DiscoverPeoria.com received 27,966 page views and more than 9,000 new users within the month of September 2020. The site is fully optimized for viewing on mobile devices, desktop and tablets.

“The new website is built for the user experience and we will continue to add to the information available for both visitors and residents so that [www.discoverpeoria.com](http://www.discoverpeoria.com) becomes the ‘go-to’ source for what is happening in the community,” said Albrecht.

### **New Features available at [www.discoverpeoria.com](http://www.discoverpeoria.com)**

**Calendar of Events** -- An enhanced and user-friendly calendar of events has been created to showcase as many local events as possible. Users will be able to more easily search by category and by city, along with a map feature that shows where events are taking place. In addition, community members can submit their events directly online at <https://www.peoria.org/events/submit-your-event/>.

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“A comprehensive calendar of events showcasing our community was a priority to community members we have spoken to over the past year. Our goal is to be the region’s ‘go-to’ place for what is happening in our community,” said Albrecht.

**Discover Peoria Blog** -- The all-new Discover Peoria blog will feature engaging content focused on storytelling and information sharing about our community. Through featured categories and an archive system, readers will be able to get the information they want in a faster and easier way. In addition, the content will be easily shareable to social media so readers can show their friends and family the amazing things happening in our community.

**Where to Stay** -- Our partnership with Book Direct will allow users to easily check the availability of our member hotels and other places to stay. Users will be able to see real-time room night rate and compare our hotels to see what works best for their stay.

**Trip Builder** -- Marked by the “Heart” icon in the website header, the Trip Builder feature allows users to customize their itinerary for discovering our communities. Once you complete your itinerary, you can easily share it with friends and family by email or social media.

**#discoverpeoria Photo Gallery** -- One of the best ways to help others discover our hometowns is by snapping photos of the great events, businesses and attractions the area has to offer and Discover Peoria wants to share your moments! Use #discoverpeoria and #enjoypeoria for the chance to be featured on our homepage and on our @discoverpeoria and @enjoypeoria Instagram pages.

“We are thrilled to share this new tool and community resource with visitors to the area,” said Albrecht. “But just as important, we can’t wait for our own residents and businesses to use and experience everything it has to offer, as well.”

Businesses interested in being featured on the website and having a showcase listing page should contact Discover Peoria at [info@peoria.org](mailto:info@peoria.org).

Those interested in signing up for our bi-monthly newsletter, go to the new website at <https://www.peoria.org/plan/newsletter/>.

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