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**A New Way to *Experience Grand Rapids* -
ExperienceGR.com launches new, visitor-focused website**

Redesigned site aims to increase accessibility, tourism, and event attendance

GRAND RAPIDS, MICH. (Sept. 8, 2021) Millions of people travel to Grand Rapids every year and for many of them, their trip begins with a visit to ExperienceGR.com. Experience Grand Rapids now invites visitors to “*Dream Grand & Go*” in a whole new way, with its newly designed website. The new site helps visitors and locals to plan trips and outings around West Michigan with improved navigation, an enhanced events calendar, as well as new features to make the site more accessible to those with disabilities.

“We know our website plays an important role in inspiring tourism and helping millions of visitors plan trips to West Michigan,” says Janet Korn, Senior Vice President of Experience Grand Rapids. “We want to make it even easier for all visitors and locals to plug into events, attractions, dining and recreation around Grand Rapids.”

Experience Grand Rapids focused on one of the website's most visited pages, its [events calendar](#), to shape the focus on the redesign. With more than 6,000 visits per month, the new events calendar helps users to seamlessly navigate the biggest festivals and celebrations by the day, weekend, month, or topic.

The website's popular blog, [The Insider Experience](#), was also overhauled to showcase trending articles and first-hand experiences from Experience Grand Rapids' team of local storytellers and enthusiasts. Visitors can also sign up for [Travel Link](#), a monthly email newsletter featuring top events, festivals, and travel suggestions.

Experience Grand Rapids also improved the site's accessibility, including color contrast and variations, alt text for images and continuing use of AudioEye software.



ExperienceGR.com By The Numbers *2019 data

- 4.9 million pageviews
- 2.5 million sessions
- 1.8 million visitors
- 4,100 Visitor Guide downloads
- 278,000 referrals to partner sites

The Experience Grand Rapids website continues to offer popular digital campaigns to help visitors and locals plug into the local dining, beverage, and cultural scene, including the [Beer City Brewsader Passport App](#), [the Culture Pass](#), and the [Craft Pass](#) (currently running through October 31).

For more information or to book a media interview, contact Adrienne at Adrienne@gethappypr.com.

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