For immediate release

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**Visit Morgan County Launches New Website**

*New version of* [*www.visitmorgancountyin.com*](http://www.visitmorgancountyin.com) *will be the   
primary tool used to promote the county to visitors.*

Martinsville, Ind. – Visit Morgan County, the area convention and visitors bureau, has just launched a brand-new website to assist in the promotion of the entire Morgan County area to potential and returning visitors. The website is the culmination of several months of work collecting content and photographs highlighting things to do throughout the county.

Currently, the site features several fall-related themes, but Visit Morgan County staff will be able to change content to fit each season. The site is very visual, featuring large photos of each attraction and event, to better enable potential visitors unfamiliar with the area to visualize their trip.

Executive Director at Visit Morgan County, Tosha Daugherty, says “This launch is only the beginning. We now have a tremendous amount of control over the content featured on our website. We’ll be able to continually add new content as we go forward and discover new things that visitors want to know about. The new website and the database system that powers it will also allow us to compile a list of individuals interested in visiting the area and eventually use that list to send out email communications to let them know about upcoming events that might be of interest, creating potential return visits.”

The website will serve as the primary tool to promote the area to all visitors. All other promotional pieces or advertisements will direct people back to visitmorgancountin.com for additional information about the area. In addition, the new system will allow Visit Morgan County to create interest-specific landing pages or microsites that will help visitors find more information on certain topics.

The site will also be valuable to residents, says Daugherty. “We hope Visit Morgan County can serve as the information hub for area events for both visitors and locals. It’s important to us that residents also know about all the wonderful things to see and do in Morgan County – plus, one of the most trusted ways to find out about new destinations is from friends and family who live there!”

Visit Morgan County worked with a company based in Tucson, Arizona to develop the site. The company, called Simpleview, is a world-wide leader in developing website and database solutions specifically for destination marketing organizations.

If you have a business or attraction that you believe visitors would be interested in, or know of one not already listed on the website, please contact Visit Morgan County at 765-346-5611 or [info@visitmorgancountyin.com](mailto:info@visitmorgancountyin.com). Visitor friendly events in the area may be submitted to the calendar at [www.visitmorgancountyin.com/events/submit-an-event](http://www.visitmorgancountyin.com/events/submit-an-event). Events must be open to the public and of interest to visitors in the area in order to be listed.

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*Visit Morgan County promotes all of Morgan County as a travel destination in order to   
grow the economic impact of the tourism industry and support local business.*