



NEWS RELEASE

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For Immediate Release

CVB Unveils Mobile Website and Event Planner Site

Grand Forks, ND (February 23, 2009) - The Convention & Visitors Bureau (CVB) is pleased to unveil the newest online tools for potential visitors to Greater Grand Forks which include a mobile website and an event planner microsite.

Since online travel planning is done on an ever increasing basis, and people are making decisions about travel in shorter time periods, it is imperative for destination marketing organizations to offer the capabilities to make those plans in a trouble-free and timely fashion. The mobile site at www.visitgrandforks.com allows potential visitors to access the CVB's site via the internet, on their mobile phones, in an easy to read view, while still accessing all the needed information that is included on our standard site. Features include lodging availability, immediate dial phone numbers, events calendar and web links.

Also launched this month is the new Event Planner Microsite, which can be accessed by www.meetingsgrandforks.com or going through the Meeting & Event Planner section of www.visitgrandforks.com. This site was designed to offer event planners all the tools needed without having to search through the content of a large site. Features include an interactive map, complimentary services order form, event planner tool tutorial, video testimonials and much more.

"To ensure our competitiveness in the marketplace, we need to be on the cutting edge of technology and make it as simple as possible for visitors to access our information," stated Julie Rygg, CVB Executive Director. "In addition to these tools, the CVB has been actively advancing our site and online promotions in recent years."

For more information contact Rygg at 701.746.0444 or julie@visitgrandforks.com.

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