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FOR IMMEDIATE RELEASE

BEAUMONT CONVENTION & VISITORS BUREAU LAUNCHES NEW WEB SITE

BEAUMONT, Texas (May 13, 2010) – The Beaumont Convention & Visitors Bureau makes travel and event planning a little easier with the launch of its new Web site www.BeaumontCVB.com. With a fresh look and innovative features, the Web site contains more user-friendly tools including online toolkits that provide prospective meeting and group tour planners with checklists, resources, videos and photos, and promotional copy.

“We are extremely excited about the new Web site,” says Stephanie Molina, Director of Marketing for the Beaumont CVB. “It has been a big project of ours and we are pleased with how fun and interactive it has turned out. We really feel the new Web site will help enhance the visitor’s experience before they ever step foot in Beaumont,” she continues.

Destination Marketing Organizations throughout the United States rely on SimpleView, Inc., a leading provider of technology solutions to destination marketing organizations, to design and create custom, interactive Web sites for their cities while also demonstrating the significant impact of meetings and tourism on their local economies. With a modern, streamlined look and cutting-edge new features, the site contains user-friendly tools geared for leisure travelers as well as meeting and group tour planners.

A notable enhancement to the Web site is the streamlined Request For Proposal (RFP) process which provides two convenient online tools — a quick option for already completed RFP attachments and a create option for custom-made RFPs. In order to customize an RFP, meeting planners simply provide the Beaumont CVB with the meeting basics and the CVB starts the planning process immediately. The site provides a powerful search engine for venues,

entertainment and services; attendance building tools; and an easy-to-use space calculator. The added feature of creating an online account allows meeting planners to add and save RFPs for later use.

"We want the Beaumont CVB to play more of a true consultant role with our clients to help them reach and exceed their meeting goals and objectives," says Freddie Willard, Director of Sales for the Beaumont CVB. "The new site is informative, innovative, easy to use and extremely resourceful – just like working with our sales team. We really feel the sense of partnership and personal touch we provide to our meeting planners is portrayed throughout the new site," she continues.

BeaumontCVB.com is also geared to make planning easier for leisure travelers with interactive tools such as itinerary planners, TripAdvisor integration, video/photo tours, hotel booking capabilities, Google Maps integration and other great resources. For more information and to view the new website, please visit www.BeaumontCVB.com.

"The Beaumont CVB has been recognized among national social media leaders for our trendsetting use of social media in the tourism industry," says Ashley White, Communications Specialist for the Beaumont CVB. "We have been using Facebook and Twitter from the beginning and continue to engage and connect with visitors using the latest in technology. Our new website offers us another great portal with which to do so."

About Beaumont CVB:

The Beaumont CVB is the official destination marketing organization for Beaumont, TX. Our mission is to entice groups, conventions and meetings to choose Beaumont as their meeting destination. These groups impact the local economy through hotel occupancy taxes and tourism dollars that significantly affect the economic development of Beaumont. Tourism dollars are "new money" brought into the local economy. Media contact for the Beaumont CVB is Stephanie Molina, (409) 880-3170 or email smolina@ci.beaumont.tx.us. You can visit our website at www.BeaumontCVB.com.

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