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New site allows visitors to plan their perfect day in Austin

Austin Business Journal

Recognizing that tourism and convention decisions are increasingly based on online information, the Austin Convention and Visitors Bureau is upgrading its Web image.

The bureau's newly redesigned Web site, www.AustinTexas.org is designed to serve as a one-stop destination for business and leisure travelers looking for information on Texas' Capital City.

The site offers experiential videos, avatar guides and a timeline tool that allows users to build their travel days in Austin. Local musicians provide the soundtrack, and users can learn about a wide array of outdoor and cultural attractions.

"This new site raises the bar for online destination marketing," says Bob Lander, president and CEO of Austin CVB.

Aided by video and audio narratives, users can experience everything from the Austin City Limits Music Festival to a cycling trip on the Barton Creek Greenbelt. Each featured experience can be added to a virtual timeline and shared with friends.

Along with such interactive features, the site incorporates information pertinent to the different audiences that utilize CVB services, including: leisure visitors; meeting planners; tour guides and travel agents; film industry professionals; music industry contacts; members of the media and sports event producers.

According to a study by research group Global Insight released last year, about 18.9 million visitors came to the Austin area in 2006 and left \$3.5 billion in spending behind.

Courtesy of JB Goodwin