



Syracuse Convention & Visitors Bureau
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www.VisitSyracuse.org

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VisitSyracuse.org Celebrates Its One-Year Anniversary!

SCVB Web site visitation increases by over 50% after 12 months of activity

SYRACUSE, NEW YORK—Today, **March 31, 2009**, marks a milestone for www.VisitSyracuse.org, the official Web site of the Syracuse Convention & Visitors Bureau (SCVB), as it has been one year since the Web site's re-design and re-launch.

Re-designed by Pinckney Hugo Group and re-developed by Syracuse Design Group, (**paid for with funds secured by Assemblyman Magnarelli**), VisitSyracuse.org stands out as an extremely reliable and popular resource for any individual looking for information on visiting Onondaga County.

The previous version of [VisitSyracuse.org](http://www.VisitSyracuse.org) drew only 103,964 visitors between March 2007 and March 2008. After the launch of the brand-new Web site on March 31, 2008, nearly 158,000 people have used VisitSyracuse.org; drawing an increase of 52%!

“We couldn't be more pleased with the success of the new [VisitSyracuse.org](http://www.VisitSyracuse.org) after just one year,” said SCVB Online Promotions Manager Danielle Rauch. “The numbers show that after the launch of our destination image marketing campaign in March 2008, visitation numbers dramatically increased on the Web site.”

[VisitSyracuse.org](http://www.VisitSyracuse.org) has been the ‘call to action’ in the destination image marketing campaign, which has included television commercials, newspaper inserts, online banner advertisements, and public relations.

“Throughout all of our marketing efforts, every initiative has highlighted [VisitSyracuse.org](http://www.VisitSyracuse.org) as the place to go for further information on the Greater Syracuse area,” said SCVB President David Holder.

New [VisitSyracuse.org](http://www.VisitSyracuse.org) additions since March 31, 2008:

- Enhanced attraction and accommodation sections with the ability to sort by the type of accommodation or attraction you're looking for
- Enhanced events calendar which also allows event planners to submit their local events
- Travelocity, the well-known travel booking engine
- Value-added vacation packages created by the SCVB and packages submitted by hotel properties via GetAwayNewYork.com
- Promotional Weekend Giveaways
- Enhanced media section featuring articles written on Onondaga County and photography
- Surveys (Currently have Top 10 Syracuse University basketball moments)
- Link to Syracuse Area Golf Association (SAGA) Web site

- 30-second television spots promoting Syracuse
- Links to the SCVB's social networks ([MySpace](#), [Facebook](#), [Twitter](#))

Coming soon to [VisitSyracuse.org](#):

- Sports section with information for sports groups interested in holding event in Syracuse
- Transportation information page
- Link to page that will include information about upcoming *Turner to Cezanne* art exhibition at Everson Museum and all local corresponding events
- Enhanced information section exclusively for meeting planners
- Online gift shop
- Seasonal section which will highlight all things to do for each season in Syracuse

For more information, contact SCVB Communications Manager Danica Bryant at 315-470-1903.

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About the Syracuse Convention & Visitors Bureau

The mission of the Syracuse Convention & Visitors Bureau is to strengthen the positive awareness of the City of Syracuse and Onondaga County as a convention and visitor destination, to increase revenues and stimulate economic development and growth for the community. For more information, visit www.VisitSyracuse.org.