



Media Contact:
Chris Huot
Marketing & Events Specialist
Bakersfield Convention & Visitors Bureau
Office: (661) 852-7235
CHuot@VisitBakersfield.com
www.VisitBakersfield.com

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Bakersfield Convention & Visitors Bureau Launches New Web Site
Site Offers Comprehensive Information for Visitors and Event Planners

BAKERSFIELD, Calif. - The Bakersfield Convention and Visitors Bureau (CVB) has launched its new destination web site, www.VisitBakersfield.com. The new site utilizes the most current web technologies and offers users essential, valuable information about Bakersfield as well as provides a convenient resource for travel planning.

“With so many people utilizing the internet for travel research and booking, it’s essential we give users the most relevant and current information possible,” said Convention & Visitors Bureau Manager Don Cohen. “The new web site is an important tool in attracting visitors and event planners to Bakersfield.”

Simple navigation, more accessible content and enhanced meeting planner tools allow users to find information quickly including where to stay, explore, eat, meet and shop in Bakersfield.

“Part of marketing Bakersfield is educating potential meeting planners and visitors about all the great things there are in the area,” said Cohen. “The new web site gives us a great tool to reach out and show them how much there really is to do here.”

The site highlights key points of interest such as photo tours, current promotions, and an events calendar. Visitors can also create a detailed travel itinerary, which can be printed or e-mailed. Elements and sections of the site continue to be developed, with plans for a mobile site launch sometime within the next year.

The Bakersfield Convention & Visitors Bureau is a non-profit, city managed, economic development organization responsible for strengthening Bakersfield's economy through the marketing, promotion, and selling of the city and region as a site for conventions, corporate meetings, trade shows, pleasure travel, group travel, cultural, sports and special events.

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