



ELIZABETH CITY AREA
Convention & Visitors Bureau

TO: Stakeholders and Media

FROM: Russ Haddad, Director

RE: New Look Website

DATE: January 22, 2007

CHECK OUT THE ELIZABETH CITY AREA CONVENTION & VISITORS BUREAU'S NEW LOOK AT WWW.DISCOVEREC.ORG!

ELIZABETH CITY – For the Elizabeth City Area Convention & Visitors Bureau (ECACVB), the sum of the parts is greater than the whole.

With that premise, the ECACVB proudly announces the launching of its retooled website, www.discoverec.org, marketing Elizabeth City and its environs as a regional hub.

Through the website – designed by Chesapeake marketing firm Cahoon & Cross – the CVB stretches its boundaries and professes the concept of Elizabeth City as a hub-and-spoke destination.

“The website and future marketing endeavors focus on Elizabeth City as a regional hub and capitalize on its centralized location,” ECACVB Director Russ Haddad said. “We want to package not only our local assets, but the assets of the surrounding area, encouraging visitors to experience Elizabeth City’s numerous attractions and to venture out to other locales within an hour or two and return to sleep here in our hotels.”

The upgraded website concentrates on Elizabeth City, Pasquotank County and the resources in nearby communities throughout Northeast North Carolina, including the Outer Banks. Website visitors will find local and regional things to do, places to eat and places to stay. Additionally, the site emphasizes business meeting, group and event planning.

The Elizabeth City-Pasquotank County Tourism Development Authority (TDA) hired Cahoon & Cross last fall to upgrade the CVB website at a cost of \$8,000. The TDA is the legal entity for local tourism promotion, while the CVB handles the day-to-day promotional responsibilities.

Haddad believes this improved website portrays a “big picture” outlook to marketing the community to visitors.

“While we have one of the larger hotel room inventories in the region, we still rely on the resources and assets of other communities to be successful,” he said. “We can make the city and county more prosperous by working with partners around the region.”

There is a new component on the website where visitors log who they are, where they are from and their travel interests. This website facet will allow the ECACVB to better track and target its traveling audience.

Although the enhanced website launched today, the ECACVB will continue to add new website content. In partnership with the Pasquotank County Arts Council and its Photo Club, the ECACVB is sponsoring a photography contest to build an image collection of local activities and attractions. These images will later be made available via a gallery on the website for use in Elizabeth City area promotional materials.

For more information or questions regarding the website, contact Sales & Marketing Coordinator Jessica Faulkingham at (252) 335-5330 or log on to

www.discoverec.org. The ECACVB welcomes reciprocal links to other community and regional agency websites.