

Atlanta.net named “Best Regional Web Site” by Web Marketing Association

ATLANTA (Sept. 24, 2003) – The Atlanta Convention & Visitors Bureau (ACVB) is proud to announce that its Web site, www.atlanta.net, was named the 2003 “best regional Web site” in the nation by the Web Marketing Association (WMA). This award recognizes the best in the industry for a regional or city travel Web site.

The WMA presents its WebAwards annually for the best Web site in 80 different industry categories. The competition is designed to judge corporate Web sites against an Internet standard and against peer sites within their industry. Entries were judged on design, innovation, content, interactivity, navigation, ease of use and use of technology.

The judges commented that the atlant.net site is “very easy to navigate and find exactly what you are looking for with a fresh look and nice, fast loading graphics. You have a hit here. Atlanta never looked so good.”

In April, the ACVB launched a complete redesign the Atlanta.net site with the help of Atlanta-based design firm, Spunlogic, and Internet strategic consulting partner, U.S. Destination Marketing (USDm.net), to create an online brand for Atlanta.net that positions the city as a top travel and convention destination.

The redesigned Atlanta.net site features a new logo, a more creative user interface and a sleek innovative design that reflects the big city, Southern hospitality spirit of Atlanta. The site includes a new meeting planner section that allows planners to research meeting and hotel space, send an RFP to a sales manager, order brochures, contact suppliers and much more at the click of a button. Other new aspects of the site include a section for tour and travel professionals who are interested in bringing tour groups to the city and an online press room for media to access the latest news about Atlanta’s hospitality industry.

“The Web site has become a vital part of our marketing initiatives, and we are very proud that with the help of USDm.net and Spunlogic, we have created a well-designed tool to position Atlanta as a top destination,” said Spurgeon Richardson, ACVB president. “We are honored that the Web Marketing Association, which is very well respected organization in the Web marketing arena, bestowed this honor on us. We have an excellent internal e-team, as well as great partners in USDm.net, that have worked very hard to keep our site on the cutting edge of destination sites.”

"Working with the Atlanta e-team is exciting because they always want to maintain the leading edge," said Leah Woolford, CEO of USDm.net.

Established in 1913, the ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as the premier conventions, meetings and leisure destination in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism.

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