



## **Atlanta.net Receives Second Web Marketing Award**

ATLANTA (Sept. 24, 2004) – For the second year, the Web Marketing Association (WMA) has awarded the Atlanta Convention & Visitors Bureau's (ACVB) Web site, [www.atlanta.net](http://www.atlanta.net), the Web Marketing Award for outstanding achievement in Web site development. More than 1,300 Web sites across 80 categories were judged by experts from around the world.

The WMA is the producer of the annual WebAward Competition, the premier competition that judges Website development of sites within various industries. Entries were judged on design, innovation, content, interactivity, navigation, ease of use and use of technology.

The ACVB works with Internet strategic consulting partner, U.S. Destination Marketing (USD.M.net), to create an online brand for Atlanta.net that positions the city as a top travel and convention destination.

“We are honored our site has received such a prestigious award from the Web Marketing Association,” said Spurgeon Richardson, ACVB president and CEO. “We have an excellent e-team staff and partnership with USD.M.net that work to keep the site at the forefront of destination Web sites. Atlanta.net continues to be a key strategy in marketing the city.”

Atlanta.net had more than 2.7 million unique visitors in 2003. An October 2003 survey of the site's 75,000 registered users (now nearly 100,000) showed that 28.8 percent subsequently visited Atlanta in the past 12 months and spent an estimated total of \$19.2 million during their stay.

“This \$19.2 million expenditure is conservative because it only includes a small percent of all Web site visitors, and it does not include the multiplier effect of visitor spending and its additional impact on the community,” said Leah Woolford, CEO of USD.M.net.

The Web Marketing Association (WMA) was founded in 1997 to help set a high standard for Internet marketing and corporate Web development. Staffed by volunteers, this organization is made up of Internet marketing, advertising, public relations and design professionals from around the country who share an interest for improving the quality of advertising, marketing and promotion used to attract visitors to corporate Web sites.

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Established in 1913, the Atlanta Convention & Visitors Bureau is a private, non-profit 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 favorably impact the Atlanta economy through conventions and tourism. For more information on Atlanta, visit [www.atlanta.net](http://www.atlanta.net).

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