



## **MEDIA RELEASE**

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Contact: Meghan N. Lawton

Email: [mlawton@experiencecortland.com](mailto:mlawton@experiencecortland.com)

Phone: 607-753-8463

### **CORTLAND COUNTY CONVENTION & VISITORS BUREAU ANNOUNCES LAUNCH OF NEW TOURISM WEBSITE**

(CORTLAND, NY): The Cortland County Convention & Visitors Bureau is pleased to announce the launch of a brand new tourism website, located at [www.experiencecortland.com](http://www.experiencecortland.com). While the site URL remains the same, that is where the similarities to the previous Experience Cortland website end.

“Not long after joining the CVB it became apparent to me that our website was lagging behind other county tourism sites across New York State,” said Meghan Lawton, Executive Director of the Cortland County Convention & Visitors Bureau. “The online world is ever-changing and this new website will allow our organization to keep up with these changes while still providing the best online visitor experience possible.”

After months of behind the scenes work on the website, the new site officially launched on September 3, 2019. The new website remains a tool for tourists to explore all that Cortland County has to offer, but with enhanced resources for a better visitor experience. One of the biggest changes is the incorporation of a Travel Planner. As visitors peruse the website, they will be able to add listings to their Travel Planner, which they can then have emailed directly to them. This tool will allow site visitors to select attractions, lodging and dining options that look interesting to them and save them for later consideration. The site also offers pre-planned Travel Planner itineraries in a variety of categories.

The new site also allows for enhanced business listings which can incorporate up to four photos per business and feature links to the business’ website, as well as all social media pages. It will also be easier for visitors to request a Cortland County Visitor Guide and/or join the Experience Cortland e-mail list serve, as options to do both are now included on every page of the site. Overall the website provides more information to the tourist, organized in a cleaner and easier to navigate format.

“I applaud the CVB Staff and the Board of Directors for working together to address our digital appearance and am thrilled that this new digital face of Experience Cortland is now officially launched,” Lawton continued.

The Convention & Visitors Bureau worked with Corporate Communications, a tourism website design firm based out of Rochester, NY, to build the new site.

The Cortland County Convention & Visitors Bureau's purpose is to enhance the general economy of Cortland County, its cities, towns and villages, through promotion of tourist activities, conventions, trade shows, special events and other directly related and supporting activities. The CVB is the official Tourism Promotion Agency for Cortland County.

The CVB office is located at 37 Church Street, Cortland, NY. For more information on the Cortland County Convention & Visitors Bureau, please call (607) 753-8463, visit us on the web at [www.experiencecortland.com](http://www.experiencecortland.com), or follow us on our social media channels @experiencecortland.

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