



PRESS RELEASE — Aug. 18, 2014

Communications: 972-624-3156

Peers award top honors to new CVB website

THE COLONY, Texas — Another first-place win for The Colony Convention and Visitors Bureau!

During the annual Texas Association of Convention & Visitors Bureaus (TACVB) Conference held last week in Bay Area Houston, the newly redesigned website (www.VisitTheColonyTx.com) took top honors in the Budget Category \$349,999 or under.

It is the second time The Colony CVB has won first place for its website since 2010.

“It is exciting to be recognized for the quality and practicality of our website, and even more so when chosen by your peers,” said Diane Baxter, Director of Communications and Tourism. “This group understands the needs and focus of travelers, so I guess we are hitting the mark!”

The redesign is now a responsive website that can be accessed via desktop and mobile devices for visitors on the go. The new design also features a streamlined layout, larger images and echoes The Colony CVB’s branding message: THE Lake, THE Golf and THE Fun. The CVB once again collaborated with local design firm Red Spot Design to create the 28-page award-winning website.

The TACVB Idea Fair is held each year in conjunction with the group’s annual conference to allow convention and visitors bureaus throughout the state of Texas to bring their best ideas, campaigns, projects and products and share them with others. These ideas are entered into one of nine different categories ranging from Tourism Promotion to Cooperative Marketing Initiatives and Websites. The 250-plus convention delegates vote for their favorite ideas; then a team of judges cast their votes to determine the winning ideas. Ideas are judged for originality, cost-saving strategies, visual appeal and methods of implementation within three overall budget categories.

About the TACVB: The Texas Association of Convention & Visitor Bureaus was organized in 1972 for the purpose of providing cooperative action to enhance and encourage the growth of the convention and visitor industry in Texas. Through the Texas convention and visitor bureaus, they identify and promote cultural diversity, rich history, hidden treasures, and off-the-beaten-path places of interest across the state, along with all the well-known icons that say “Texas” to anyone anywhere.

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