

PRESS RELEASE

SEARCH, CLICK, VIEW - SPACVB INTRODUCES ONLINE SITE TOURS *For Meeting & Convention Planners*

FOR IMMEDIATE RELEASE

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STEVENS POINT, Wis. (February 2, 2007) -- The Stevens Point Area Convention & Visitors Bureau (SPACVB), in conjunction with its "*Convention Central*" campaign, has announced its virtual site tours of convention properties are now available online, with the click of a button at www.conventioncentral.org.

"This addition to our website was created to allow meeting planners to tour our facilities from the comforts of their home or office," said Sara Brish, SPACVB Director of Sales and Marketing.

To view the online site tours, click on www.conventioncentral.org, and select Facilities. Select the property of your choice, and click on its name. Then select "Click Here for Video". The short video clip will open in a separate window, simply close when done viewing to return to www.conventioncentral.org.

In addition to the online site tours, DVD's were produced and distributed to meeting and convention planners throughout the Midwest. To provide additional support to meeting and convention planners, the SPACVB staff can also assist with pre-convention planning assistance, public relations assistance, name badges, special event activities, entertainment, tours, a community representative to welcome your attendees and welcome bags.

This initiative was made possible in part by a second year Joint Effort Marketing (JEM) grant, funded by the Wisconsin Department of Tourism, to promote meeting and conventions in the Stevens Point/Plover area.

The Stevens Point Area Convention and Visitors Bureau aggressively markets Portage County as a destination for leisure travelers, conventions, motorcoach tours and sporting events, thereby contributing to the economic development of our communities. For more information about Convention Central visit our website, www.conventioncentral.org.