

## **FOR IMMEDIATE RELEASE**

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**Contact:** Tammy Kinser, Tourism Director

**Office:** (423) 638-4111

**E-mail:** [tkinser@greencop.com](mailto:tkinser@greencop.com)

GREENEVILLE, Tenn., – The Greene County Partnership, a non-profit organization that houses the Chamber of Commerce, Economic Development, Tourism, Education & Workforce Development and Keep Greene Beautiful programs, is pleased to announce the redesign of its tourism website, located at [www.VisitGreenvilleTN.com](http://www.VisitGreenvilleTN.com).

The new tourism website draws the visitor in with compelling, engaging website graphics and videos that showcase Greene County's extensive beauty and historical value. "We wanted to design a website that feels like Greeneville so people can get a sense of what the town is like and what it has to offer," said Mike Dupre, creative director at Rick Whittington Consulting.

The site includes improved content and is organized into topics such as "What To Do," "Events," "Accommodations," "Conferences and Meetings," and "Retire" so the visitor can easily access the information they're seeking.

"The new website is vibrant, easy to navigate, and has the in-depth area information that will draw new tourists to the county to visit the historic home and burial place of the 17<sup>th</sup> President of the United States Andrew Johnson, as well as many other wonderful resources found in Greene County," said Lizzie Watts, superintendent of the Andrew Johnson National Historic Site.

In addition to improved content, the new site offers mapping integration that didn't exist on the previous site. Each lodging facility now has an interactive Google map associated with its listing so visitors can easily find the most convenient facility for their needs. Site maps of local sporting venues have also been added to the website to assist in the marketing efforts of the Tourism Department and its Sports Council to attract national and regional tournaments.

"These maps will be an invaluable tool for recruitment," said Tammy Kinser, director of tourism. "Tournament site selectors need detailed information on locations, field sizes, practice facilities and layouts before they will seriously consider us and now we are providing that with a click of the mouse."

The website was designed and developed by Rick Whittington Consulting, a Partnership member and website design, development and marketing strategy firm located in Richmond, Va. The Partnership's new Economic Development website, designed by Rick Whittington Consulting, was launched late last year and won the Southern Economic Development Communications Award of Superior in August, 2012. For more information, go to [www.EconDevWebsites.com](http://www.EconDevWebsites.com). "We're pleased to work with the Greene County Partnership on both its economic development and tourism marketing efforts. This new website provides a platform for the Partnership to market Greeneville as a top-notch place for work and play," said Rick Whittington.