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CONTACT: Kate Wiltzer, Experience Grand Rapids
616.233.3558 / KWiltzer@ExperienceGR.com

EXPERIENCE GRAND RAPIDS LAUNCHES NEW 2012 VISITOR'S GUIDE, THE EXPERIENCE
Now available for smartphones and tablets



(GRAND RAPIDS, Mich. – January 17, 2012) – Experience Grand Rapids has created a high tech resource for visitors with the recent launch of its digital annual visitor's guide, "The Experience." A complete guide filled with bonus content and videos is available at www.experiencegr.com and on the Experience Grand Rapids mobile site.

"We've embraced today's technology to provide our visitors with the best possible experience," said Experience Grand Rapids President Doug Small "Our digital guide is easily accessible online, on smartphones and on tablets. We also built a mobile site that allows visitors to effortlessly navigate the city on their smartphones. Locating restaurants, venues, hotels and attractions has never been simpler."

Instructions for adding the digital guide to a smartphone or tablet are located at <http://www.experiencegr.com/visitors/visitors-guide/>.

Revamping the visitor's guide and embracing technology better reflect the Experience Grand Rapids brand in the marketplace.

"The guide's new name, magazine format and use of technology capture our city's essence, highlighting the experiences through engaging commentary, vibrant imagery and interactive content," said Small.

The print edition of the guide also features web-based components. Each story incorporates QR codes that connect you with the bonus content.



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