

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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CHAMBER LAUNCHES NEW TOP NOTCH WEBSITE

Great News! The Greater Muskogee Area Chamber of Commerce is launching a brand new Website that will help Chamber Members, visitors and citizens get information about Muskogee and the Muskogee Chamber more easily and quickly.

The new site is more dynamic, visually exciting and user-friendly, with more detailed information than ever before. Visitors will be able to plan a trip to Muskogee, Chamber Members will be able to get information about all things Chamber related, and potential business owners can get demographics of our area. Throughout the site are hidden gems of information that are very helpful, it's a "go to" source for anyone needing to find a fellow Chamber member business or relocate their families to Muskogee.

The Chamber's Tourism committee and Chamber Board of Directors contracted with Roger Brooks of Destination Development, Inc., the most sought after Tourism expert in the nation, to design a website for Muskogee that will be enticing and effective. "After all, 75% of the U.S. population now has convenient access to the internet, and among these 260 million people, 94% use the web for planning their travel," said Roger Brooks. Not only is the new website top notch, Brooks will be showcasing the site around the country at his speaking engagements to show Tourism organizations how to develop a site that is 'good enough to close the sale'.

"Partnering with tourism experts to develop our website provided the Chamber with the content necessary and organized it in a way that visitors and locals can use easily was worth the extra money and effort", said Treasure McKenzie, Vice President of Tourism and Marketing for the Muskogee Chamber. "I've already received a phone call from a National Tour Association Bus Operator that planned an entire trip to Muskogee for 50 people in April for the Azalea Festival from our website alone, she loved it."

McKenzie stated "Visitors want it simple and straightforward. The new website does a terrific job by easily identifying "Getting Here", "What To Do", "Where To Eat", "Where To Stay" and "Photos and Videos" and making the site - and the community - easy, convenient, and pleasurable. Visitors will be able to quickly plan a trip to Muskogee using the new "Pick Your Season/Pick Your Passion" feature that allows visitors to chose the season they are thinking about visiting (making Muskogee a 12-month destination) and then allowing them to choose the type of experience they are looking for that's available during that particular season.

Visit www.muskogeechamber.org to check it out for yourself.

Sue Harris, President of the Muskogee Chamber of Commerce said "The new Web site caps a major transformation for the Muskogee Chamber. We're stronger and better than ever, and we're thrilled to move forward with these exciting changes. There really is no better time to be part of Muskogee Chamber of Commerce."