



NEWS RELEASE

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Contact: Lisa Boulton

Calaveras Visitors Bureau

(209) 736-0049 or (800) 225-3764

lisab@gocalaveras.com

Calaveras Visitors Bureau Goes High Tech

ANGELS CAMP, CA—The Calaveras Visitors Bureau (CVB) today announced the launch of their new [Interactive Map Application](#) on the CVB website, as well as a new mobile website designed specifically for smartphones. “We’re very excited to be able to offer these new interactive features,” said Lisa Boulton, CVB executive director, “and this technology will make it easier for visitors and CVB members alike to create a better travel experience here in Calaveras County.”

The new “Map App” allows anyone to build their own itineraries by filtering the type of activity they’re interested in - such as wineries, restaurants, attractions, lodging, etc. The map is set to show all the different types of activities, each with its own icon, but users can easily choose only the things they are looking for. It also lets you look specifically at the different regions of the county and has a separate category for trails in case you’re looking for quick access to the outdoors.

Access to the map is available from their home page at www.gocalaveras.com by clicking on the orange “Interactive Map” tab in the right column. The CVB is asking for member businesses to log onto the map to verify that their listings (which were manually entered over several months) are correct.

One thing to look at is what categories members’ businesses should be found under. Often, one business will be listed under several. For example, a winery that also has a tasting room and holds special events should be found in the “Winery,” “Vineyard,” “Tasting Room,” and “Arts & Entertainment” under “Attractions” categories. A business will want to make sure they are listed everywhere that’s appropriate so people have the greatest likelihood of finding them.

The map is designed to continue evolving, with its user-generated itineraries that can be shared publicly. To create an itinerary, find the button on the lower left of the map, create a username and password, then start choosing items to add. Once it’s completed, click share. It’s a great way to create a weekend plan that might include wine tasting on Saturday with dining out on Saturday night, outdoor fun on Sunday with a late afternoon of shopping.

Build a variety of plans, complete with automatically generated driving directions between different items, print them out and have them ready when visitors ask. And by sharing them on the site, we'll all help offer a much more robust experience here in Calaveras County.

The new mobile site, developed by [MobiManage](#) condenses all the features of the CVB website into an easy to use travel guide that fits in your pocket. Users can take advantage of the geo-location feature that shows which attractions are nearby their current location or use the site to find info on any local activity they are interested in. Another useful feature is the ability to save different items as "favorites" making them quickly and easily accessible later. The CVB is currently developing a sister site for mobile tablets which will be launching soon. Both offer the indispensable ability for users to share the content through social media channels, thereby connecting more of their friends to Calaveras County.

The mobile site also features a digitally generated VIP card with a sign-up form that captures user-information for marketing purposes. Member businesses of the [CVB VIP program](#) will now see visitors to the county flashing their VIP member card on their smartphones to qualify for discounts as well as the keycards they've been accustomed to seeing. This digital card feature will soon also be available for the [Frog Play](#) program. As people sign up, the mobile site will recognize their zip code and forward those with Amador, Calaveras and Tuolumne zip codes to a sign-up for Frog Play, the locals discount program.

"Keeping those programs separated is important," said Boulton, "because the VIP program offers discounts specifically geared to tourists in our peak tourism seasons, whereas the Frog Play program is designed to entice locals to play locally during our off-peak times, when more business is most needed in the county."

CVB Member businesses can roll their own locals discount programs into the Frog Play program by signing up here: gocalaveras.com/frog-play-offer-submission-form or by emailing the CVB at info@gocalaveras.com , which can also be used to join the VIP program. Information on becoming a member with the Calaveras Visitors Bureau is available at www.gocalaveras.com/join. Membership is just \$250 annually with a special introductory price of \$150 for the first year.

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