



*XXX, 2012  
News Release #XXX*

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**FOR IMMEDIATE RELEASE**

### **ST. LUCIE COUNTY TOURISM OFFICE UNVEILS NEW WEB SITE**

FORT PIERCE – The St. Lucie County Tourism Office has unveiled a new and improved travel planning website. The site, [www.visitstluciefla.com](http://www.visitstluciefla.com) is the official Web site for marketing St. Lucie County and its cities as a destination.

The new site features over 70 pages of information and photography highlighting the area's assets, activities and accommodations. The site also includes information for meeting, wedding and sporting event planners, a daily calendar of events and other features for various segments of the tourism industry.

The new site is a major improvement from the previous Web site that had not been redeveloped in almost 6 years. The new site provides a more user-friendly experience for visitors who are researching vacation options or making travel plans. The site has updated content, improved navigation, as well as new mapping and graphic features that emphasize the area's geographic location in the state of Florida. It includes the addition of a booking search engine for area hotels, motels, RV parks and campgrounds. The newly designed homepage's improved functionality allows for changing content to promote hotel deals, special events and unique tours and activities in the area. The site's new look and feel embraces the brand's identity and is consistent with other tourism marketing materials.

“According to industry data, over 80% of travelers begin their travel planning online. So, in today's marketplace, it makes sense that our marketing strategy will focus more on digital and email marketing. When potential visitors are exposed to our digital ads and marketing, they are driven to our website. The new website and its features will enhance the visitor's first time experience and introduction to our area. This is our most important marketing tool” says Charlotte Lombard, St. Lucie County Tourism Coordinator.

The site has also been optimized with search engines and key search words so internet searchers can easily find the site. Registered key words include names of the County's cities as well as names of the area's major assets and attractions.

St. Lucie County is located on the east coast of Florida 120 miles southeast of Orlando and 115 miles north of Miami and includes the City of Fort Pierce, the City of Port St. Lucie and the beaches of Hutchinson Island. The area is known for its 21 miles of uncrowded, natural beaches, old Florida ambiance and small town charm, world-class fishing, spring training home of the

New York Mets, PGA Village and an abundance of outdoor activities on nearly 11,000 acres of publicly-owned nature preserves.

For more information call Charlotte Lombard, at (772) 462-1539 or email [lombardc@stlucieco.org](mailto:lombardc@stlucieco.org).

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