



FOR IMMEDIATE RELEASE
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**TWISIT BEFORE YOU VISIT: VISIT BEND ENTERS SOCIAL MARKETING ARENA
WITH LAUNCH OF 'TWISIT BEND VIRTUAL WELCOME CENTER' ON TWITTER
New Twitter and Facebook pages provide additional distribution channels
for Bend activities, events, attractions, specials and more.**

(BEND, Ore.)—Visit Bend has entered the social marketing arena with the launch of its 'Twisit Bend' virtual welcome center on Twitter. The Twitter account is available for anyone to follow at www.twitter.com/twisitbend.

"Twitter, Facebook and other social media sites are being used for more than simply staying in touch with friends" said Lynnette Braillard, Marketing Director for Visit Bend. "The information landscape in the tourism industry has changed and travelers now expect destinations to provide travel information in real time and through virtual mediums. "

The addition of Twitter and Facebook to Visit Bend's multi-tiered destination marketing campaign is in response to a rapidly changing media landscape and is intended to provide visitors with immediate and interactive information on events, directions, activity recommendations and more.

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The "Twisit Bend Virtual Welcome Center" will allow visitors and Visit Bend staff to correspond regarding questions they may have about their vacation to Bend, or even while they are in Bend and need a quick answer to a question. For example, someone who wants to know what time the High Desert Museum closes would simply tweet, "what time does the High Desert Museum close?" and Visit Bend's team of experts, or even one of the Twisit Bend followers, will respond to their question.

Links to Visit Bend's Facebook and Twitter pages can be found in the right-hand navigation area of every page on the visitbend.com website. Additionally, Visit Bend will use electronic marketing and other appropriate advertising efforts to encourage potential visitors to become fans of Bend via Facebook, or follow the organization on Twitter.

As outlined in its 2009-2010 marketing plan, one of Visit Bend's identified strategies is to develop a successful Social Network Strategy for the destination, which includes maintaining an active presence on Facebook and Twitter as well as other social media websites.

About Visit Bend:

Visit Bend is a non-membership, non-profit economic development organization dedicated to promoting tourism on behalf of the City of Bend. For more information or to order a complimentary Official Visitor's Guide to Bend, contact Visit Bend at 800-949-6086 or visit www.visitbend.com.

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