



Dec. 13, 2016

Contact: Blake Rexroat  
Office: 817-598-4209  
Email: brexroat@weatherfordtx.gov

## FOR IMMEDIATE RELEASE

### **Experience Weatherford tourism campaign launched with new website, custom travel search engine and business partner program**

*Fully responsive design to promote local businesses, lodging, attractions and events with easy access to information for enhanced tourism experience in Weatherford.*

WEATHERFORD (CITY OF WEATHERFORD), Texas - The City of Weatherford's new tourism campaign, Experience Weatherford, officially launched its new website ([www.experienceweatherford.com](http://www.experienceweatherford.com)) last week to better promote Weatherford's businesses, hotels, attractions and events.

The new website gives visitors an easy way to plan trips to Weatherford by providing customizable event schedules and itineraries, local dining information, hotel/motel booking and community information regarding local attractions. Visitors can share the information from the website to social media and share pictures of their experiences directly on the website. Local businesses and attractions can also update or add their own content within the website to provide the latest information about themselves.



“The Experience Weatherford campaign is a collaborative effort with our Parks Department and Main Street Program,” said director of communications and marketing Blake Rexroat. “We wanted to modernize our tourism efforts in a way that supported and highlighted all businesses, attractions and events in Weatherford. In a matter of weeks, we have built an all-new online tool for us to promote Weatherford that offers interactive features and a hotel direct booking system for visitors to plan their stay.”

The new tourism website was developed in partnership with Saffire, LLC. Saffire specializes in helping events, venues and destinations have a beautiful, easy-to-manage website in a simple, integrated platform. With this platform, the Experience Weatherford staff will easily be able to manage the new website without relying on an external resource.



Dec. 13, 2016

Contact: Blake Rexroat  
Office: 817-598-4209  
Email: [brexroat@weatherfordtx.gov](mailto:brexroat@weatherfordtx.gov)

“It is our mission to elevate the event, venue and destination industries by providing websites and ticketing in a simple, integrated platform to increase value with partners and visitors,” said Saffire President Kendra Wright. “We are very excited to help Weatherford travelers feel the experience of the Weatherford community online.”

The City of Weatherford has also partnered with JackRabbit Systems, The Sponsor Bureau and Texas Christian University (TCU) ROXO. JackRabbit Systems is the tourism and travel industry’s preferred choice for development of custom travel search engines for destination and travel portal websites. The Sponsor Bureau specializes in sponsorship consultation and sales primarily to municipalities. TCU ROXO is a student-run advertising and public relations agency who will be managing the Experience Weatherford social media platforms.

“Our partnerships with multiple subject matter experts in the tourism industry is allowing us to place Weatherford in a premier category within the state of Texas,” said city manager Sharon Hayes. “Our partners have worked with companies such as Nike, Jeep, Acura and Intel, to name a few. We are excited about making Weatherford the best tourism choice.”

For questions about Experience Weatherford, contact director of communications and marketing Blake Rexroat at [brexroat@weatherfordtx.gov](mailto:brexroat@weatherfordtx.gov) or 817-598-4209.

**Editor’s note:** A high-res image of website design and Experience Weatherford logo is attached.

###

More information on the City of Weatherford: [www.weatherfordtx.gov](http://www.weatherfordtx.gov)

More information on Experience Weatherford: [www.experienceweatherford.com](http://www.experienceweatherford.com)

**\*\*City of Weatherford\*\***

*Weatherford, Texas is a service oriented, yet still “small town” community that upgrades its infrastructure, celebrates and shares its rich history, and fosters quality economic growth – in a fiscally-responsible, even revenue-generating fashion.*