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**GREATER SPRINGFIELD CONVENTION & VISITORS BUREAU
LAUNCHES ARTS WEB SITE**

Springfield, MA—(12/10/09) The Greater Springfield Convention and Visitors Bureau (GSCVB) has unveiled a new web site (www.artspioneervalley.com) devoted entirely to arts and related events throughout the Pioneer Valley.

The site features individual sections that focus on music, film, theater, dance, comedy, museums, visual arts, and classes and lectures. Visitors to any of these pages have access to a calendar of events and the ARES (Advanced Reservation Systems, Inc.) booking engine that allows them to reserve hotel rooms and cars and book airfare for their trip to the region.

Pioneer Valley-based event organizers and arts associations are encouraged to submit information for their free listings for inclusion in the calendar of events, whether or not they are members of the GSCVB, and may do so by visiting the site and following the guidelines to submit event details. Submissions are reviewed by the GSCVB for content and then appear online. Banner advertising opportunities are also available at the site.

“The Pioneer Valley is especially rich with cultural offerings, and we are pleased to promote them with this visually exciting new site,” said Bureau President and appointed member of the Commonwealth’s Creative Economy Council Mary Kay Wydra. “The GSCVB’s mission is to attract visitors to the Pioneer Valley, and this site will enable our cultural visitors to have a variety of entertainment options to consider as well as the ability to book their travel arrangements. The creative economy is a reality, and it’s a fact that when theaters, museums and galleries attract patrons, the resulting traffic draws other businesses such as restaurants, hotels and shops.

“Recently the Bureau commissioned research to determine visitor trends and expenditures, and it was clear that enjoying cultural activities was a high priority for both overnight and day visitors to the Pioneer Valley. Our new site is very user-friendly for viewers, potential visitors and contributors,

who will be able to upload their information easily. We're looking forward to the growth of artspioneervalley.com.”



www.artspioneervalley.com was created by Stevens 470, a Westfield-based marketing firm that also redesigned the Bureau's home site, www.valleyvisitor.com.

The GSCVB, an affiliate of the Economic Development Council of Western MA, is a private non-profit destination marketing organization dedicated to promoting Massachusetts' Pioneer Valley for meetings and conventions, group tours and leisure travel.

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