



## Media Release

THE CORPORATION OF THE CITY OF VERNON  
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### **Tourism Vernon website wins gold**

The City of Vernon's new Tourism Vernon website has received the Hermes Creative Gold Award. The site, developed by eSolutions Group, launched in mid-February and was developed with a focus on improved tourism storytelling of Vernon experiences, platform capabilities, ease of navigation, functionality and City branding.

The new site includes enhanced features such as customized airline partner widgets; secondary navigation for tourism segments such as sports, meetings and industry; a tourism business directory; Google Translator; accessibility compliant; and improved search functions. Tourism stakeholders and partners can update their own information with the tourism directory.

"We are proud to see this recognition of the City's efforts to showcase Vernon as an attractive and vibrant tourism destination," said Angeline Chew, Tourism Manager for the City and project manager of the tourism website redevelopment project. "Our goal was to create a site that was appealing, user-friendly for both our visitors and our internal team with new relevant experiences content that reflects the growth of tourism and partners in our community. This award is an indication that Tourism Vernon is moving in the right direction to grow."

"Tourism Vernon's win of the international Gold Hermes Creative Award is a tribute to that organization's work in the development and sustainability of the area for tourism," said eSolutions Group president Karen Mayfield. "We are honoured to have helped create a website that helps to bring their initiatives to life and engage tourists from around the world."

Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of marketing and communication programs and print, visual and audio materials. Submissions range from corporate marketing and communication departments, advertising agencies, PR firms, graphic design shops web and digital creators and freelancers.