



1101 North 1st • Abilene, Texas 79601
325.676.2556 • 800.727.7704 • Fax: 325.676.1630
www.abilenevisitors.com

MEDIA RELEASE

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Contact: Shanna Smith-Snyder, 325-676-2556 or 325-668-3002— shanna@abilene.com

Abilene Convention & Visitors Bureau all a-twitter—Introducing Twisitor Center

Planning a trip to Abilene? Personalized and professional travel advice is just a tweet away.

The Abilene Convention and Visitors Bureau announces its official launch of the Twisitor Center—a new and completely virtual visitor center via the Twitter portal. The Twisitor Center allows the ACVB to connect with potential and real-time visitors and answer questions about all things Abilene.

“Abilene is on the cutting edge of all current social media products and to our knowledge we are the first CVB in Texas to launch a Twisitor Center and promote it in this manner,” said Nanci Liles, executive director of the Abilene Convention and Visitors Bureau.

Twitter is a social networking service that allows users to send and receive messages, updates and questions. Each update, or ‘tweet’, has a limit of 140-characters.

To find out more about Abilene, users simply post their travel question and include the hashtag, or special identifier, #abilenevisitors to the end of their tweet. Tweets tagged with the hash tag will then receive a prompt reply with suggestions from ACVB staff members.

“The Twisitor Center allows us to bring visitors the insight on our favorite things to do in Abilene and how to make the most out of their stay in the city we know and love. It allows us to connect and be more interactive with our visitors,” said Shanna Smith-Snyder, director of communication at the Abilene Convention and Visitors Bureau.

If you are planning on visiting Abilene within the near future or just looking for neat places and events around town, follow the Abilene Convention and Visitors Bureau on Twitter. To follow the Abilene CVB, visit www.twitter.com/AbileneCVB

The Abilene Convention and Visitors Bureau also posted a video on YouTube to explain the concept. To view the video, visit www.youtube.com/user/AbileneCVB.

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