

For Immediate Release

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Snowmass Village honored for Website Design at prestigious W3 Awards in Los Angeles

(Snowmass Village, CO). At this year's national W3 Awards sanctioned by the International Academy of the Visual Arts, Snowmass Village was honored three separate times for outstanding design work on the web.

The Snowmass Village, Colorado, Website (snowmassvillage.com) was selected as a Silver Winner in the category of Tourism. The Snowmass Chili Pepper & Brew Fest Event site (snowmasschiliandbrew.com) was selected as a Silver Winner in the Events category and the Snowmass Wellness Experience Event Site (snowmasswellness.com) was also selected as a Silver winner in Events. All of these websites are managed by the Town of Snowmass Village's Marketing & Special Events department and were designed by their agency, Real Time Marketing (RTM).

"It is an honor to be selected among thousands of entries worldwide," says Mary Kenyon, principal of RTM. "The web has become such an essential component of today's tourism marketing plan – being recognized in this medium is particularly important."

RTM Creative Director Christina Flowers said that in designing the sites, her team primarily focused on organization, navigation, identifying the target audience, and creating a design that would get people excited about the content. "Snowmass Village has focused a lot of attention on web marketing – especially with events – because we are able to get information to our guests expediently."

The Snowmass Marketing & Special Events Department has spent the past year drastically improving the overall look, feel, features, and usability of its websites to create a more sophisticated internet presence for Snowmass in the 21st century.

"With websites playing a greater role than ever before in vacation decisions, we needed snowmassvillage.com to work harder to turn visits into bookings," says Marketing Director Susan Hamley. "That required compelling creative design, greater navigation ease and more effective options for guests to explore and book online."

New features include lodging specials and packages pages, a drop-down booking engine that allows visitors to plan their trip online, media information, downloadable visitor brochures, restaurant listings, streaming video, weather

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reports, monthly contest giveaways, and the ability to opt-in to a new e-newsletter.

Hamley says that integrating all these elements and specific event sites, along with increased SEO and more aggressive online marketing programs, has resulted in visits to the main site increasing over 70 percent with page views up 600 percent year-to-date. The addition of a new booking engine is also impacting lodging and full vacation package sales

The Winners of The 2006 W3 Awards were announced by the International Academy of the Visual Arts in Los Angeles on October 16, 2006. Receiving over 2,300 entries, The W3 Awards honors outstanding websites, web marketing, and web advertising created by some of the best interactive agencies, designers, and creators worldwide.

The W3 Awards is sanctioned and judged by The International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, interactive, advertising, and marketing firms. IAVA members include executives from organizations such as Alloy, BRANDWEEK, Coach, The Ellen Degeneres Show, Estee Lauder, HBO, iNDELIBLE, Monster.com, MTV, Omnicom, Polo Ralph Lauren, Refinery, Sotheby's Institute of Art, Victoria's Secret, Wired, Yahoo!, and many others. For more info and a full member roster, please visit www.iavisarts.org.

"We were amazed at the caliber and quality of work we received this year. Our winners continue to push the envelope of internet creativity and web design, and it is gratifying to see such great work from the smallest agencies to the biggest firms" said Linda Day, the director of the IAVA. "On behalf of the over 200 members of The International Academy of the Visual Arts, we are honored to recognize our winners as they continue to set a high standard of excellence for Web development."

The W3 Awards honors creative excellence on the web, and recognizes the creative and marketing professionals behind award winning web sites and marketing programs. Simply put, the W3 is the first major web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies.

For more information, please visit www.snowmassvillage.com or call Allison Johnson at (970) 309-5485.