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Visit Burbank Receives Excellence in Economic Development Award from the International Economic Development Council

WASHINGTON, DC (Sept. 27, 2016) – Visit Burbank of Burbank, CA, received a Bronze Excellence in Economic Development Award for its 2016 project in the category of Special Purpose Website from the International Economic Development Council (IEDC).

The honor was presented at an awards ceremony on Tuesday, Sept. 27, during the IEDC Annual Conference, which was held Sept. 25-28, in Cleveland, OH.

“On behalf of the IEDC board of directors and Excellence in Economic Development Awards Advisory Committee, congratulations to Visit Burbank. Not only did they work to provide a necessary service to their community; but also, their participation in the awards program sheds light on their stellar projects which other communities can now use as a benchmark.” - Barry Matherly, CEcD, FM, IEDC 2016 Board Chair, President & CEO of the Greater Richmond Partnership.

With a critical aspect of today’s travel market occurring on-line, the development of a responsive, image-driven website in 2015 promoting Burbank hotels, attractions, and amenities was a critical step in boosting hotel occupancy while positioning Burbank as a premier travel and leisure destination. Spearheaded by Burbank’s Economic Development Division and inspired by the latest in website design, www.visitburbank.com was designed to take visitors on an interactive journey of the best that Burbank has to offer. A key feature is the “Book a Hotel” function offering a hassle-free way to book a stay in Burbank.

By using high quality images and a 90 second video, the site is also intended to communicate that Burbank is on the pulse of the entertainment industry while being easily accessible to many of Los Angeles’ most popular attractions. Featuring 18 hotels, diverse meeting space, and the Hollywood Burbank Airport, the site demonstrates that Burbank delivers the quintessential Southern California vibe that travelers expect when they visit LA. Occupancy has been positively impacted currently at 90%, up 6% over last year. Average Daily Rates and RevPAR are up 7% and 14% respectively (thru July 2016)

IEDC's Excellence in Economic Development Awards recognize the world’s best economic development programs and partnerships, marketing materials, and the year’s most influential leaders. These awards honor organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities.

“The awards process is a thorough, non-biased and multi-layered process. These are extraordinary accomplishments for all winners, and an overall great effort by all participants. We look forward to next year’s awards competition,” Matherly said.

About the International Economic Development Council

The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers. With more than 4,700 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities, by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban, and local to international, IEDC’s members are engaged in the full range of economic development experience. Given the breadth of economic development work, our members are

employed in a wide variety of settings including local, state, provincial and federal governments, public-private partnerships, chambers of commerce, universities and a variety of other institutions. IEDC's members create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. www.iedcONLINE.org.

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