

MEDIA RELEASE

For Immediate Release

BURLINGTON, ON - April 21, 2015

Tourism Burlington launches new mobile web-app

Tourism Burlington has launched its new www.tourismburlington.com mobile web-app. This new site gives visitors and locals a complete mobile guide to experiencing Burlington's tourism attractions, events, shopping, dining, accommodations and more.

The Tourism Burlington mobile web app functions like a native app but does not require download to your phone. It is responsive and includes a mobile mapping feature, making it easy for visitors to locate points of interest with in-app directions from their current location.

With smart phones and tablets becoming the constant companion of the connected traveler, the new mobile site provides all the key information of our desktop version in an easy to navigate mobile platform.

"Over 47%* Tourism Burlington's online guests viewed our website on mobile making it essential to provide a mobile site that optimizes the most popular features of the desktop version for our visitors." Linda Cvetanovic, Leisure & E-marketing Coordinator.

Tourism Burlington is excited to be part of the evolving landscape of how travellers connect. In addition to our mobile site we also have a strong social media presence where we can build online relationships with potential travellers and share our partner information and a comprehensive desktop version of our website.

*January 1 - April, 2015

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