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### **BEND VISITOR & CONVENTION BUREAU UNVEILS NEW NAME: VISIT BEND**

(BEND, Ore.)—The Bend Visitor & Convention Bureau today announced plans to change its name to Visit Bend, in an effort to more closely align the organization name with the destination brand. The agency has also introduced its new logo (shown above) and has unveiled a comprehensive branding campaign that will be reflected throughout the organization’s marketing and operations.

Although Visit Bend represents a new name for the organization charged with the task of promoting Bend as a travel destination, the name has been connected to the brand since the [www.visitbend.com](http://www.visitbend.com) web site URL was first secured in 2001. The Visit Bend name is intended to create an immediate link in consumers’ minds between the organization and existing marketing communications including the web site and the current “Visit Bend, Be Inspired” marketing campaign.

The new name is intended to make a clear and memorable impact and compel potential tourists and meeting planners to look further into everything Bend has to offer. As part of the name change, Visit Bend will also be unveiling a completely redesigned web site later this spring.

“As the Bend tourism experience has evolved and our outreach efforts have expanded, we felt it was important that the name evolve alongside it in a friendly, approachable and contemporary way,” said Doug LaPlaca, president and CEO of Visit Bend. “In no way does this change our aggressive approach to pursuing both leisure travel and convention business, it simply unifies all components of the Visit Bend

brand under the same umbrella.”

About Visit Bend:

Visit Bend (formerly the Bend Visitor & Convention Bureau) is a non-membership, non-profit economic development organization dedicated to promoting tourism on behalf of the City of Bend. For more information or to order a complimentary Official Visitor’s Guide to Bend, contact Visit Bend at 1-800-949-6086 or visit [www.visitbend.com](http://www.visitbend.com).

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