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Visitors bureau hires agency for Web site, public relations

BY MIKE RUTLEDGE

The Northern Kentucky Convention and Visitors Bureau has hired downtown Cincinnati-based Strata-G Communications as its agency of record, with plans to upgrade its Web site.

"The thing that brought them to the top very quickly was their ability to develop a Web site; and also, they have a good handle on electronic marketing," said Barbara Dozier, vice president of sales and marketing for the visitors' bureau.

"We are focused on meeting planners and convention groups," Dozier said. "Looking at the Web site, we needed to retool it and make it better."

Strata-G, a 44-employee firm, also works with several area hotels and with Northern Kentucky Tri-ED, which recruits companies to the area.

"We currently work with Northern Kentucky Tri-ED and a host of other clients in the three-county area, so we understand the issues and challenges facing the region as a whole and the CVB specifically," said Jeff Eberlein, managing partner at Strata-G. "There is so much potential here and our team has a great energy and passion for helping the CVB uncover it."

The bureau since 1974 has worked to attract visitors to hotels in Kenton, Boone and Campbell counties.

Earlier this year, the CVB estimated the economic impact of visitors' spending in the three-county region reached a high of \$255 million in 2005, topping the 2000 record of \$243 million.

The company also will oversee graphic design, merchandising, promotions, direct marketing, print production, broadcast production and advertising, and help with public relations. Terms of the agreement were not made public.