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Bakersfield Tourism Website VisitBakersfield.com Wins Design Award

BAKERSFIELD, Calif. – Bakersfield's new tourism website has won an award from international travel association HSMIA, the Hospitality Sales & Marketing Association International. HSMIA conveyed its Bronze Adrian Award to VisitBakersfield.com in the category of website design at an awards gala February 16.

The black-tie event was held at the New York Marriott Marquis and was attended by more than 1,000 hospitality, travel, and tourism marketing executives. This year's contest was one of the most competitive in the history of HSMIA, with more than 1,300 entries from around the world. Entries were judged by distinguished executives from all sectors of the industry.

The new VisitBakersfield.com was created by Tempest Interactive Media, LLC. The website's fresh, vibrant, and colorful appearance was specially designed to be viewed on a variety of platforms, including tablets, smart phones, and other mobile devices.

Viewers of VisitBakersfield.com can see listings of Bakersfield restaurants, attractions, hotels, and shopping venues. It allows potential visitors to request Visitor Guides to be sent to them – in either digital or hard copy versions – and the Events Calendar provides a central location for events and entertainment to help visitors plan their trip to California's ninth largest city. Meeting planners can submit their requirements for hosting an event in Bakersfield, and local hotels can request Visitor Guides and other information for their lobbies and rooms.

The Adrian is the latest in a series of awards that Visit Bakersfield has earned recently. In 2015, SportsEvents Media Group named Visit Bakersfield as one of only three California winners of its 2015 Readers' Choice Award. In 2014, Visit Bakersfield's "Sports Venue Guide" received an Award of Merit from the California Association for Local Economic Development (CALED) in the Economic Development Promotions category. In 2013, Visit Bakersfield received the same award from CALED for its "Official Bakersfield Visitors Guide."

With its bold splashes of color and numerous photos throughout, the new VisitBakersfield.com reflects Bakersfield's tag line that in Bakersfield there really is . . . More to Explore!

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