



FOR IMMEDIATE RELEASE

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DESTINATION CLEVELAND UNVEILS REDESIGNED CLEVELAND VISITORS CENTER

REDESIGNED VISITORS CENTER OFFERS INCREASED FUNCTIONALITY AND AN ENHANCED EXPERIENCE

CLEVELAND (April 13, 2015) – Today, [Destination Cleveland](#), the Convention and Visitors Bureau (CVB) for Greater Cleveland Inc., unveiled its newly redesigned Cleveland Visitors Center. The objective of the redesign is to improve the space’s functionality, enhance the visitor experience and convey the essence of Cleveland’s new destination brand.

The redesign of the 1,100 square foot Visitors Center includes both the interior space and the exterior storefront and showcases design elements that reflect Cleveland’s essence such as steel to represent industry; reclaimed wood to represent the “Forest City”; and whites and reds to represent salt and iron oxides.

The redesign also will offer more functional workspace for Destination Cleveland’s CLE Concierge team to review materials and have one-on-one discussions with visitors to plan their experiences in Cleveland. The new space touts graphics that align with Cleveland’s destination brand depicting the city’s world-class arts, culture, culinary and rock and roll.

“This redesign isn’t about updating the aesthetics of our space,” said David Gilbert, President and CEO, Destination Cleveland. “It’s about providing a more welcoming experience for the more than 20,000 visitors who come through our doors every year seeking information about what they can do during their stay in Cleveland.”

Several partners collaborated on the Cleveland Visitors Center redesign including Marous Brothers Construction, Westlake Reed Leskosky, Rustbelt Reclamation, Republic Anode, Vista Color Imaging, Ellet Sign Company, Signature Sign Company and Cellar Door Cleveland. Other contributors included Corporate Floors, Einheit Electric, Kent Companies, Imperial Heating & Cooling, American Fire & Sprinkler, VIP Restoration, Inc., Stanley Security, Functional Building Supply, Taylor Made Painting, Zahner and APG Office Furnishings.

The Cleveland Visitors Center is open Monday-Saturday, 9am-6pm. The CLE Concierge team also is available during normal business hours via email at CLEConcierge@destinationcle.org, by phone at 216.875.6680 or via online chat at www.thisiscleveland.com.

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To learn more about Destination Cleveland or to keep up-to-date on new developments and activities, please visit www.thisiscleveland.com or follow us on [Twitter](#), [Facebook](#) or [Instagram](#).

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ABOUT DESTINATION CLEVELAND: *Destination Cleveland is Cleveland's convention and visitors bureau. This private non-profit organization's mission is to drive economic impact and stimulate community vitality for Greater Cleveland through leisure and business travel. Cleveland welcomes more than 16 million visitors annually. For more information, visit www.thisiscleveland.com.*