

Jekyll Island

GEORGIA'S JEWEL

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WWW.JEKYLLISLAND.COM Re-launches With New Look, New Capabilities

Jekyll Island Introduces Revamped Website With Improved Navigation, Event/Experience-Driven Content

JEKYLL ISLAND, Ga. – (April 12, 2005) – Regular visitors to Jekyll Island's website (www.jekyllisland.com) will be treated to a whole new look and functionality as they navigate the website. Starting April 1, 2006, Jekyll Island and Savannah, Ga.-based web-design partner Velocity Works began the first phase of transition to the new site. This initial phase is set to be fully rolled out by Friday, April 7.

Jekyll Island tapped Velocity Works in late 2005 to provide highly interactive content and enhanced capabilities (including online facilitation of trip planning) for the Jekyll Island web site. As the Island's marketing strategy evolved in late 2005 and into 2006 to focus on more event-based and traffic-driving efforts, content and design for the new site followed suit, resulting in content that reflects Jekyll Island as more than just a destination, but also an *experience*.

From first glance, visitors to the site will experience a whole new look and feel to the site, which carries the theme: "You Set the Pace, Nature Provides the Setting" throughout. Updated photos, features and information provided an updated look and feel to the site.

In addition to content, the www.jekyllisland.com site also features enhanced functionality, offering a more intuitive navigation aided by interactive mapping, and offering more online services, including reservation and booking capabilities for all participating on-island properties right on the site. The new site also acts as a viable venue for launching ongoing special offers and announcing special events, whereas the former site relied on microsites and hot links to provide current and up-to-date material.

"We've long known that the Web is where the action is in terms of travel research and planning, and this new version of jekyllisland.com advances our strategy of becoming Web-centric in our destination marketing efforts," said Eric Garvey, senior director of marketing for Jekyll Island. "Visitors to the site not only find the information they need to plan a trip, but become immersed in the beauty and history that makes Jekyll Island a special place to visit."

About Jekyll Island

Jekyll Island is a barrier island on Georgia's coast – midway between Jacksonville, Fla.; and Savannah, Ga. Accessible by car just minutes from I-95, Jekyll Island offers a variety of amenities, including 10 miles of beach, four golf courses, a 250-acre Historic Landmark District, water park, tennis center, an array of lodging options including hotels, cottages and campgrounds. Owned by the State of Georgia, and managed by the Jekyll Island State Park Authority, Jekyll Island has had development limited to just 35 percent of its available land area. This unique aspect of Jekyll Island serves to preserve the critical barrier island ecosystem, as well as provides guests with a unique escape from the crowds and complications of other beach resort destinations.

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