

**Rochelle Tourism & Visitor Association**  
**Press Release**  
**11/13/09**

The Rochelle Tourism & Visitor's Association is proud to announce the development of the organization's new website. The new website, [www.rochelletourism.com](http://www.rochelletourism.com), was developed entirely in-house and at no expense to the RTVA, other than the time it took to develop. "The Tourism website was about four years old and in need of an overhaul. I wanted to create an interactive website that would offer more information about the businesses, attractions and events in Rochelle", Director Ross Freier said. The new website offers visitors the ability to view the "Experience Rochelle" brochure in an interactive way, or download it to print. The website also includes links to the Rochelle Railroad Park website and Facebook group, the Rochelle Tourism Flickr page, Rochelle Tourism partners and the businesses, hotels and restaurants in Rochelle. Visitors to the website can also access the Rochelle Community Calendar for events and meetings being held in Rochelle. There is also an "About Us" page which explains what the mission of the RTVA is, what the RTVA does to market and promote Rochelle, the projects that are currently underway, and projects that have been completed.

"I have tried my best to include all Rochelle restaurants, retail stores, and beauty and fitness services on the website, as these are the locations that visitors to Rochelle are looking for when they are here", Freier said. When possible, there is a website link to each listing. If you own or manage a business that falls under one of these tourism related categories and are not listed on the website, please send an email to [rochelletourism@comcast.net](mailto:rochelletourism@comcast.net) and it will be added to the appropriate page. Freier went on to say, "With so many people planning their vacations and trips based on information they view on the internet, it is imperative that Rochelle Tourism continues to evolve with the growing trends of internet based marketing. Having a website that offers a broader base of available shopping, dining, attraction and event experiences will look more attractive to the prospective visitor and increase Rochelle's opportunity for additional tax revenue."