

FOR IMMEDIATE RELEASE

Johns Creek CVB Unveils Virtual Tour of Johns Creek

Virtual Tour and Videos Highlight Attractions in Johns Creek, Georgia

JOHNS CREEK, GA (March 28, 2018) - The Johns Creek Convention and Visitors Bureau (JCCVB) presented two of three new destination marketing tools to Johns Creek City Council at their meeting March 26, 2018. JCCVB partnered with Wade Works Creative, owned by designer and HGTV host, Chip Wade, to create a traditional 2D video tour, 360 degree video content piece, and a virtual tour experience to showcase attractions in Johns Creek, Georgia.

The virtual tour is the first of its kind in the country, and provides a one-of-a-kind concierge experience of Johns Creek. "This kind of technology is cutting edge, and being the first destination to utilize this program is a perfect fit for Johns Creek's vision 'be the exception,'" says Lynda Lee Smith, Chairwoman of the JCCVB. The interactive tour begins from a bird's eye view and allows the virtual visitor to walk through different parks, shops, and restaurants. Travel itineraries like "Family Getaway" or "Outdoor Retreat" provide the traveler inspiration to plan their trip to Johns Creek.

The 360 degree video combines full-view captures at points of interest throughout the city, including the historic village at Autrey Mill Nature Preserve and Newtown Dream Dog Park. "360 degree content is a fantastic tool to engage a potential visitor, and allows the viewer to see every angle of a destination," says Chip Wade. Viewers will see a 360 degree view of each attraction throughout the entire video and can even view with a VR compatible device to see Johns Creek like its never been viewed before.

The 2D video piece is hosted by Chip Wade and takes viewers on a guided tour of Johns Creek, highlighting its ideal location between Atlanta and the North Georgia mountains. This overview piece highlights all the parks, businesses and experiences that sets Johns Creek apart.

The virtual tour, 360 degree video and 2D video tour can all be found by visiting the JCCVB's website, www.johnscreekcvb.com.

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Johns Creek Convention and Visitors Bureau (JCCVB)

The JCCVB is a 501(c)(6) non-profit that serves as the official Destination Marketing Organization of Johns Creek, Georgia. Their mission is to serve as an economic catalyst by marketing the city as a destination for business & leisure travel.

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