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Convention & Visitors Bureau: 972-624-3104

## The Colony CVB unveils Mobile Information Center

THE COLONY, Texas — As of this week, [The Colony Convention & Visitors Bureau](#) (CVB) is primed to take the show on the road – literally.

The CVB unveiled its new **Mobile Information Center** during Tuesday night’s City Council meeting. The new vehicle not only includes a colorful, eye-catching wrap depicting the city’s attractions but also opens on the side like a food truck to uncover a built-in monitor and speaker system enabling a truly interactive experience for those interested in learning more about The Colony.



Most importantly, the vehicle will enable CVB staff to more effectively market the city’s attractions and hotels at festivals, conferences, trade functions, and similar events around the region, the state, and beyond.

Diane Baxter, Director of Communications and Tourism, said The Colony is one of only a handful of cities that have invested in this type of mobile marketing.

“Studies have shown that visitors are not stopping at brick-and-mortar visitor centers as often as in the past, especially if the center is not located at their primary destination,” Baxter said. “They do, however, want to know more about the city they are in and what all it has to offer. This visitor information center on wheels will help fulfill that need.”

The Mobile Information Center was built completely from scratch and is 100-percent unique. It has the chassis of a Ford F-350, a built-in generator, swivel seats for staff, loads of storage space, and many more custom features.

Tourism Specialist Mariko Lanicek said the vehicle will make it easier for the CVB to “go where the tourism is generated” to hand out visitors guides, maps, and swag, and answer questions about the city.

“We’ll likely stay local or within this state at first but our long-range plans are to travel further afield to bring in more visitors to stay in our hotels, eat at our restaurants, and enjoy our lake, golf courses, and entertainment,” Lanicek said.



Baxter and Lanicek wished to thank the city’s [Fleet Services Department](#), Sam Pack’s Five Star Ford, [Supreme Corp.](#), and [Bradburry Signs](#) for their assistance developing the vehicle from concept to completion.

The Mobile Information Center was presented to the City Council in concert with a proclamation recognizing May 7-13 as [National Travel & Tourism Week](#).

“What a great marketing vehicle,” Mayor Joe McCourry said. “There’s a lot going on in The Colony ...and now we’ve got a fantastic way to share our enthusiasm and information. Our CVB staff continues to create new and exciting ways to promote our hotels, restaurants, events, entertainment and retail.”

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