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## MEDIA RELEASE

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### **New website to deliver enhanced experience for GECC customers**

Gladstone Entertainment Convention Centre (GECC) has launched its new website featuring an upgraded ticketing site and new domain name – [www.gladstoneentertainment.com](http://www.gladstoneentertainment.com)

The new website boasts a modern look and easy functionality to enhance customer experience and the highest security encryption to ensure data protection for the centre's patrons.

Gladstone Region Mayor Matt Burnett said the website would better serve the needs of GECC customers in several ways.

"The new website will ensure our customers enjoy a user friendly online experience as it caters for the more than 70 per cent of the GECC's website traffic which comes via mobile and tablet devices," Councillor Burnett said.

"The ticketing upgrade enables accurate sales reporting and new ways to capture customer data, both of which give GECC valuable insight into what type of shows and events our customers want."

Event listings, venue spaces for hire and other GECC services such as external ticketing and equipment hire are clearly displayed on the website which also promotes visitor attractions within the wider Gladstone Region via downloadable itineraries and accommodation recommendations.

Discussions with GECC clients also identified a desire on their behalf to 'meet the team', prompting the inclusion of a webpage featuring all GECC team members and enhancing the already open and friendly interaction between staff and customers.

Dedicated pages for conferences and events, gala dinners and special events, theatre, meetings and seminars, and weddings are included on the website.

GECC is the perfect space for celebration, collaboration, learning and innovation, and is a community cultural initiative of the Gladstone Regional Council.