

Ettractions Expands Chicago Visitor Marketing Network

CHICAGO, IL, USA, July 17, 2014 /EINPresswire.com/ -- [Ettractions](#) welcomes two new distribution location partners this month to their Chicago digital touch screen distribution network; The Congress Plaza Hotel on [Michigan Avenue](#) and the Wendella Boats and Water Taxi. Targeting over 27 million Chicago visitors each year, Ettractions award-winning digital platform is transforming how and when tourists receive information.

Combining the dynamics of digital marketing with the impact of out-of-home and place-based advertising, Ettractions [ExploreBoard](#) utilizing high-definition touch screens to deliver engaging multimedia content. ExploreBoard allows Chicago businesses to increase their market reach while strategically delivering dynamic content in an innovative way. ExploreBoard digital advertising features include multilingual translations, high definition images and videos, maps and directions, special offers, book now and send content to me via email, QR code or text message.

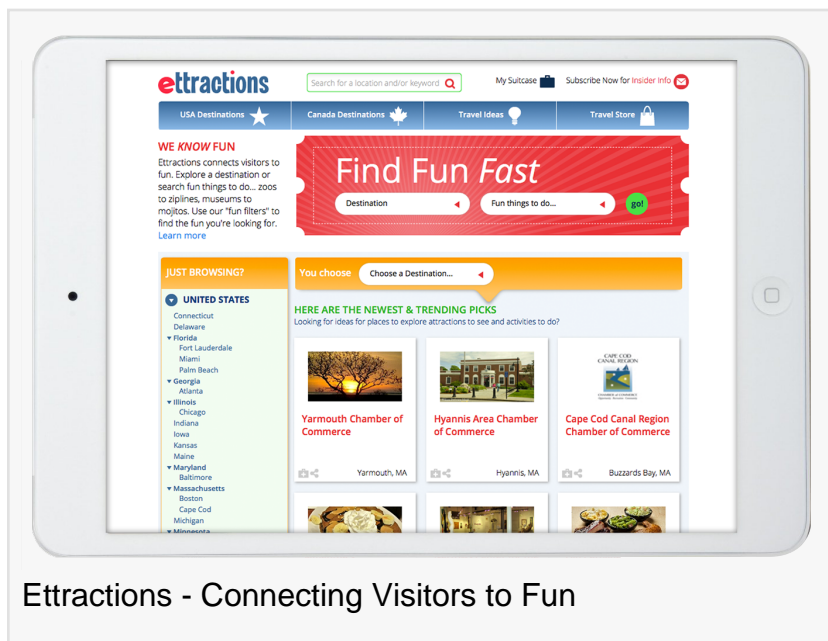
The ExploreBoard network allows advertisers to get their message in front of Chicago visitors market at the precise moment they are making decisions about what to do and where to spend their money. Both Wendella Boats and Water Taxi and the Congress Plaza hotel are welcomed additions to the successful Ettractions tourism network. Hundreds of thousands of passengers each year board the Wendella Water taxi on Madison Avenue and the historic Congress Plaza Hotel boasts an impressive 871 hotel rooms adjacent to Chicago's finest retail stores and attractions.

Ettractions ExploreBoard has won two industry awards including DSA's Best Travel and Hospitality Deployment for an interactive self-service kiosk and DSE's Gold Apex award for an interactive self-service solution.

Tourism businesses looking to learn more about ExploreBoard digital advertising opportunities or to



host an Etractions digital kiosk should contact pr@etractions.com or visit etractions.com/explore.



Etractions - Connecting Visitors to Fun

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