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## **New Mobile Sites Feature Vanity Codes**

The Capital City/Lake Murray Country Regional Tourism Office (CCLMC) has just released 2 new mobile websites featuring vanity Quick Response “QR” codes for visitors to gather information about the region.

QR Codes are digital codes that consumers can scan with their iPhone, Andriod or other camera-enabled Smartphone and immediately link to digital content on the web.

“Visitors want immediate access to what’s relevant and QR codes are being used to make that possible. Our regional tourism office took this one step further by creating vanity codes featuring our brand. This way, visitors can identify our brand with the code,” said Miriam Atria, President/CEO, Capital City/Lake Murray Country.

The code links directly to the mobile version of LakeMurrayCountry.com and links to the HarbisonShopping.com mobile site. HarbisonShopping.com was established due to volume of traffic on interstate I-26 and visitors passing through the region. It provides visitors the information on where to stay, dine and shop in the Harbison area. CCLMC plans to soon release a similar campaign for the Columbia Northeast shopping area.

This marketing promotion will be popping up everywhere: in magazine ads, on business cards, billboards, etc.

Scan these to learn more...



The Capital City/Lake Murray Country Visitors Center is located on Highway 6, 2184 North Lake Drive in Columbia. For more information, visit [LakeMurrayCountry.com](http://LakeMurrayCountry.com) or call (803) 781-5940.

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