

*HERNANDO COUNTY*  
*Office of Tourist Development*

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**PRESS RELEASE**

FOR IMMEDIATE RELEASE  
July 23, 2009 – BROOKSVILLE, FL.

**HERNANDO COUNTY TOURISM BUREAU POSITIONS NEW TECHNOLOGY TO  
DIRECT BUSINESS TO LOCAL HOTELS**

**Brooksville, FL.** - Susan Rupe, Director of the Hernando County Tourism Bureau, is pleased to announce the incorporation of "Book Direct" into the tourism information website.

JackRabbit Systems is a new "hotel booking technology" that allows tourists and business travelers to book hotel rooms at a discount right off the Hernando County Tourism Bureau's home page at [www.naturallyhernando.org](http://www.naturallyhernando.org). The idea is to take Web traffic directly to hotel sites without a middle man, saving people a lot of time and money. The online booking option is a highly recommended reservation service as a money saving tip for tourists and business travelers alike.

Sue Rupe recently stated, "The use of new technology is one of the ways we are trying to serve the traveler during these tough economic times. Every vacation dollar needs to be maximized for our visitors, and this allows yet another option for them to get the most and the best from their travel dollars."

The "Book Direct" system also indexes hotels with availability so that customers don't have to sift through pages of hotels that may or may not have open rooms. People will not have to click 6 or 7 times to find lodging. The information they are searching for will be available and easy to find, and makes Hernando County an "easy booking destination."

In 2007-2008, Hernando County welcomed over 411,000 visitors to the area. In addition to lodging, estimates indicate that visitors spend an average of \$118.00 per day on a vacation. In Hernando County, this includes dining, sightseeing and visiting attractions, shopping, sporting activities and equipment rentals such as canoes, kayaks, and bicycles. The development and incorporation of the new online booking technology is paramount for the impact that tourism provides to the local economy in the County.

For more information about the Hernando County Tourism Bureau, visit [www.naturallyhernando.org](http://www.naturallyhernando.org).