

GRAND BOULEVARD

— Sandestin® —

TOWN CENTER

Grand Boulevard Launches New Website

New site designed with mobile consumers in mind

Miramar Beach, Fla., (September 3, 2015) – Grand Boulevard at Sandestin has gone live with a newly designed website that has been developed for easy navigation for mobile users as well as PC users. Go to grandboulevard.com to explore it. The new site showcases all aspects of the mixed-use Town Center, with amplified coverage of sales and promotions, events and entertainment, retail and office leasing, more Marriott hotel coverage and increased visual imagery.

“The new site gives a strong representation of our beautiful Town Center and all of its facets. It conveys the energy and vitality of Grand Boulevard and translates nicely in the mobile format, where so many of our customers live,” said Stacey Brady, director of marketing and public relations for Grand Boulevard.

New branded graphics, fresh photography and social media compatibility are key components of the new site. The new website displays a Riviera-inspired design element that is consistent throughout the site and is a nod to the contemporary Mediterranean architecture of the Town Center. Bright and colorful striped visuals, more local and geographic content, multiple entry search points and intuitive response are some of the new design elements that serve as a foundation for the new site.

The new site makes it more convenient to find what you are looking for in Grand Boulevard. Retail stores and restaurants have designated sections that include details such as their address, phone numbers and live hyperlinks to their own websites.

Going to the movies just got a lot easier for consumers with the new site. Access to Carmike’s Boulevard 10 Cinema information including movie times and purchase tickets tabs are also new functions of the site.

The “Play” section of the site has a comprehensive list of all upcoming events and entertainment presented under their Coastal Culture banner and that are so popular in the Town Center. Another new page on the website is the “Save” section that includes the most current promotions and sales offered by retailers and restaurants in Grand Boulevard.

“We plan to drive users to our website through our digital marketing and social media work. The intent is for them to sign up for our e-newsletters from the website so that they can take advantage of “in the know” deals and be the first to know about new retailers and other businesses coming to our Town Center,” said Brady.

An interactive unveiling of the new site is being sent to consumers who have already signed up for Grand Boulevard’s e-newsletter and a social media contest for a shopping spree will accompany the new website launch announcement.

About Grand Boulevard

Grand Boulevard is the shop, dine, play and stay Town Center located on Northwest Florida's Beaches. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. Grand Boulevard is a Howard Group and Merchants Retail Partners property. For more information, please call (850) 654-5929 or visit www.grandboulevard.com.

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