



FOR IMMEDIATE RELEASE

## The Hell Office of Travel & Tourism Launches *Simply Heavenly* Brand

The Hell Office of Travel & Tourism is pleased to announce the launch of the revitalized Hell brand, along with the new positioning, *Simply Heavenly*™.

“This day marks our renewed commitment to making Hell the world’s premier tourist destination,” says Martin K. Landis, Chief Marketing Officer.

“We take great pains to accommodate the needs and desires of every visitor, but we have not always communicated that fact effectively. With this new campaign, the Hell Office of Travel & Tourism has crafted a more authentic and compelling brand story.”

“From the beginning of this project, we understood that our previous marketing efforts portrayed a confusing and misleading image of Hell. But it was only after completing a formal brand review that we grasped the full extent of the problem. Based on stakeholder input, we realized that a complete brand overhaul was necessary,” says Mr. Landis.

With the help of Chris Herron Design, the Hell Office of Travel & Tourism has created a friendly and welcoming voice for destination Hell, and in so doing, has reaffirmed its mission to create an environment in which local businesses can succeed and flourish.

“This is not a mission we take lightly. We know our success as an organization is dependent upon the success of our members. Our philosophy is one of partnership, and on this occasion we resolve to work with our members to ensure long-term viability of the brand. In short, we aim to win the hearts and minds of potential visitors,” says Mr. Landis.

Our new website can be seen at [helltravel.com](http://helltravel.com)

As the premier global tourist destination, Hell provides a one of a kind experience for the visitor. We take great pains to accommodate your every need and desire. You will experience pure pleasure from our luxurious hotels and resorts, exciting gaming venues, world-class entertainment, unparalleled nightlife, and invigorating spas and outdoor activities. Not to mention our top-notch convention facilities. Hell is *Simply Heavenly*™.