



City of New Bedford
Jonathan F. Mitchell, Mayor

City of New Bedford
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P R E S S R E L E A S E

City of New Bedford Launches Destination New Bedford App

New Bedford, Massachusetts –The City of New Bedford Office of Tourism & Marketing has launched the City’s first app designed to enhance the visitor experience and offers the opportunity to explore New Bedford with the touch of their phone. The new app is available in both Apple and Android platforms as well as for tablet users.

“With so many places to see and explore in New Bedford, this app will connect visitors with all of the important attractions, dining options and shopping locations our city has to offer. Our Tourism and Marketing Office is always looking for innovative ways to reach and engage potential visitors and I think this is a great new avenue,” said Mayor Jon Mitchell.

“In today’s technology driven world, Apps are on the rise amongst destinations looking to offer visitors a unique experience by making all visitor information accessible in one location, like through a free app. It’s a very convenient travel tool that visitors can utilize prior, during and after their visit to New Bedford,” Dagny Ashley, Director of Tourism & Marketing.



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The App developer, CaboSoft, works with destinations including the National Parks. In fact, the New Bedford Whaling National Historical Park also has an app developed by CaboSoft.

“Destination New Bedford App improves the visitor experience by providing vital tourism information in the palm of your hand including dining, shopping, attractions and much more,” said Jerrie Lyndon, Marketing Manager for the New Bedford Tourism & Marketing Office. Ms. Lyndon is also responsible for graphic design of the App.

The Destination New Bedford app can help you plan your New Bedford adventure whether you are visiting from thousands of miles away, regionally or locally. Use the map or Augmented Reality feature to locate the points of attraction, restaurants and shops closest to you. Whether you like whaling history, military forts, sailing, visual and performing arts, walking tours, picturesque views, ethnic food, or just simply relaxing at the beach, you will find useful information to fit your interests. This free and easy-to-use app will be your best travel companion in New Bedford!

Destination New Bedford App includes:

- Museums and Attractions
- Art Galleries
- Beaches and Parks
- History
- Dining
- Shopping
- Accommodations
- Visitor Information
- City map with GPS locations
- Augmented Reality

Apple & Android users can download the Destination New Bedford App FREE @ App Store

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