



INTELAPLAY LAUNCHES A BEST IN CLASS ONLINE TRAVEL EXPERIENCE

St. Petersburg, FL – Intelaplay launches www.intelaplay.com, an immersive and intuitive online travel website, providing a differentiated experience for travelers and advertisers alike. The online platform offers an educational, easy to use, yet richly contextual experience. Developed by [Junction Creative Solutions](#), the website is designed and aligned with the mission of Intelaplay, presenting comprehensive resources in an easy to digest experience for its users.

The Intelaplay concept is based around galleries of high definition, up to date photos and descriptions of hotels and attractions written by local and knowledgeable sources. This differentiated and immersive experience generates a highly realistic image of the destination to aid the user in choosing an itinerary. Listings are categorized as “Places to Stay” and “Places to Play,” simplifying and organizing the planning process to drive maximum value for users on the site. Detailed information on dining, culture, events, and more based on location offer local residents an incentive to utilize the site.

Intelaplay’s campaign, A New Way to Stay and Play, offers a significant creative shift from a memorable jingle heard on Clear Channel radio or the sky advertising seen above Tampa Bay’s captivating shoreline. The digital experience acts as the hub allowing for users and advertisers to get an in-depth overview of the benefits of Intelaplay. For travelers, the site offers an enhanced user experience making for a more streamlined travel planning experience. For advertiser, the site offers an opportunity to reach target consumers based on user preferences resulting in a higher return on investment.

“With its ability to provide users with ‘customized’ and ‘localized’ content, Intelaplay.com is poised to become a successful and comprehensive travel resource for users worldwide,” says founder Bill Maher. “The challenge and opportunity is to now take it even further.”

Visit the new site at www.intelaplay.com.

About Junction Creative Solutions

Junction Creative Solutions (Junction) combines the intellectual capital of a consulting firm with the creative execution of an advertising agency to create effective and measurable strategies. The strategic solutions align with specific business goals and objectives, and provide consistency from strategic planning through execution. As a result, our clients are able to maximize opportunities to react, adapt, and thrive -- ultimately creating more sustainable and competitive businesses. Junction’s portfolio boasts successful strategies for SMBs and Fortune 500 companies.