
For Immediate Release

January 25, 2012

New Visitors' Guide Now Available

Hot off the press, the Official 2012 Kelowna and Area Visitors' Guide is ready to service potential and current visitors. The guides are available at Visitor Centres throughout Western Canada and Washington State.

A total of 185,000 eighty-page guides were printed for 2012. They will also be distributed at local tourism services and attractions, and used to assist all visitor inquiries received at both Airport Kiosk and Downtown Visitor Centres, as well as through www.tourismkelowna.com. To meet the growing number of consumers researching travel online and to optimize the opportunity for sharing through the social media, the guide is also available on the Tourism Kelowna website. You can view, zoom and "print page" or download the entire guide by going to: www.tourismkelowna.com/visitor/guide.

"The Visitors' Guide is Tourism Kelowna's primary servicing tool for information requests by consumers," says Nancy Cameron, CEO of Tourism Kelowna. "It provides our visitors with a complete representation of the Central Okanagan's tourism offerings, also with listings and easy-to-find details about the incredible depth and diversity of the tourism experience available in Kelowna and area," she adds. "This is a dynamic sales and marketing tool that will be used to generate increased travel and visitation to our many attractions."

The 185,000 guides produced have the following distribution:

- 21% Visitor Centre and Airport Kiosk
- 10 % Trade Shows, Travel Agents and direct sales contacts
- 13 % Visitor Centres within BC
- 13 % Visitor Centres within the rest of Canada and Washington State
- 12% Events and conference participants
- 31% Local distribution through hotels, attractions, restaurants, retail, taxis

Tourism Kelowna thanks Vista Marketing and designer Jo Hamilton for their role in the production of this guide. Guides can be picked up at the Visitor Info Centre at 544 Harvey Avenue between the hours of 9 a.m. – 5 p.m., Monday to Friday and 10 a.m.– 3 p.m. on Saturday. For bulk orders, please call Laura Appleby at 861-1515, ext. 208, or e-mail laura@tourismkelowna.com.

-30-

For more information, please call:

Catherine Frechette, Communications Manager, Tourism Kelowna

Tel: (250) 861-1515 ext. 203, E-mail: Catherine@tourismkelowna.com