

For Immediate Release
Thursday, April 28, 2011

Kelowna-Area Wineries Unveil 5 Trails

They are the pioneer wineries of the BC wine industry. They trailblazed the Okanagan Valley wine brand, bringing home the valley's first international awards. They became landmarks for the wine tourism experience in the region, and now they've launched a destination wine touring experience along with their neighbours that will redefine why Kelowna is "Ripe with Surprises." Indeed, the area's wineries together with Tourism Kelowna have developed five distinct wine trails between Lake Country and West Kelowna, rich in both history and cutting-edge spirit, each with a big personality to match.

"The Kelowna area has always been historically significant to the BC wine industry and to the Okanagan in general as its wineries were among the first to be established and it's widely recognized as the birthplace of BC Wine," says Nancy Cameron, President and CEO of Tourism Kelowna. "We knew that we had to repackage the wine experience in our destination in order to raise the awareness around the scope and depth of wine touring and further build tourism revenues for the wineries and hospitality businesses," she adds.

The backbone of this marketing initiative is a new Kelowna Wine Trails brochure and upcoming Smart Phone App, both of which group wineries in trails with others in their geographic proximity, and provide a taste of what visitors can learn at each winery, beckoning them to visit. The 18-page guide allows visitors to get a glimpse of the people behind each of the 20 participating wineries, creating an instant personal connection and enhancing visitor experiences on each trail.

The five trails include the Scenic Sip of Lake Country (Ancient Hills Winery, Arrowleaf Winery, Ex Nihilo, and Gray Monk Estate); the East Kelowna Wine Trail (The View Winery, SpierHead Winery, Vibrant Vines, Camelot Vineyards, and House of Rose); the Lakeshore Wine Route (Tantalus Winery, Summerhill Pyramid Winery, St. Hubertus, and CedarCreek Estate Winery); the Westside Wine Trail (Mission Hill Family Estate, Quails' Gate Estate Winery, Little Straw, Volcanic Hills, Mount Boucherie, and Kalala Vineyards); and the Heritage Downtown Visit featuring Calona Wines, and tying in nicely to the Cultural District and Museums.

"Each of our wineries offers a unique and appealing experience....no two are alike," says Jane Hatch, General Manager of Tantalus Winery. "We want to shine the spotlight on the distinct personalities of each winery and engage with visitors on a variety of levels. There are 5 wine trails right at your hotel doorstep, each easily enjoyed in a day with enough room to spare for leisurely winery dining and shopping along the way. It's a wonderful surprise to find that within such close proximity to the city, there are vast tracks of vineyard and farm land, lake views, and an earthiness usually reserved for remote places. All these things set wine touring in Kelowna apart from other wine destinations, and we'd like to celebrate that with our visitors."

Wine Trail brochures are available now at the Kelowna Visitor Centre at 544 Harvey Ave and the Airport Info Kiosk, as well as area wineries and select businesses. Stop by to pick up your complimentary copy, and enjoy the trails.

As a Destination Marketing Organization (DMO), Tourism Kelowna invests in advertising, promotion, and sales strategies that build consumer demand for the destination resulting in increased visitation and spending. It also operates the Visitor Centres of Harvey Avenue at Ellis Street and of the Kelowna International Airport.

-30-

For further information, to request a brochure, or to arrange interviews, please contact:
Catherine Frechette
Media Relations Manager, Tourism Kelowna
Tel: (250) 861-1515 ext 203
Email: Catherine@tourismkelowna.com