

# Tourism Kelowna

## Press Release Communique

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For Immediate Release

October 29, 2014

### **Tourism Kelowna welcomes Skate Canada International**

As part of the team whose efforts resulted in Skate Canada selecting Kelowna as the host city for this weekend's competitions, Tourism Kelowna heartily welcomes the elite competitors and their supporters, prestigious skating organizations, and their entourages of international media to our city.

"This is an incredible opportunity for Kelowna to shine as a host destination on an international stage," says Chad Douglas, Sports and Events Sales Manager for Tourism Kelowna. "We knew from the moment the opportunity to bid was presented six years ago that this would be a massive victory for Kelowna if we could make it happen. We felt the facilities and amenities were in place here to be able to deliver a top-quality host location for the competition. On the flip side, it is also a win in terms of Kelowna's visibility as a destination through the considerable international media attention that comes with an event of this magnitude. There will be 55 members of the press on site to cover the competitions. Figure skating is historically popular with television audiences. With the momentum Canadian figure skaters have received coming out of Sochi – their success there and how exciting it was to watch them – we know this competition will be followed closely by fans across the country, North America, and the world."

In total, 56 skaters from 12 countries will compete in competitions throughout the weekend, accompanied by coaching teams and supporters. An estimated 2000 people will be arriving in Kelowna over the next few days, staying in Kelowna hotels, dining at our restaurants, and using Kelowna's amenities and services during this time of year dubbed "the shoulder season" by tourism operators. From this perspective, Kelowna receives a lift in visitation at a time of year that operators find most valuable.

Beyond the servicing of visitors in town for Skate Canada International, Kelowna will also be broadcasting the event to an audience estimated at 2 million in North America alone. In addition to the national broadcast of the competition, rights-holding broadcasters will carry the television feed to millions more viewers worldwide.

Tourism Kelowna is thrilled to welcome the competition, and thanks its partners in the bid process who all came to the table to put Kelowna's best foot forward and rise to the top of the consideration set for hosting Skate Canada. These partners include the City of Kelowna, Prospera Place, The Province of British Columbia, the Kelowna Skating Club, Delta Grand Okanagan Resort & Conference Centre, and of course, Skate Canada itself. Local companies such as SunRype have also made generous product contributions in support of the event, showing community enthusiasm.

"This is a great example of how partners in Kelowna can work together and with local, provincial, and national sport organizations to bring sport events to our city. Tourism Kelowna's services include bid development for all sorts of sporting events. We'd like to reach out to other local sport organizations in Kelowna to connect with us if you have a dream to bring a major sporting event here. We did it successfully with Skate Canada and the Kelowna Skating Club. We can do it with other sport groups in the future," points out Douglas.

Skate Canada International is the second of six competitions on the International Skating Union (ISU) Grand Prix of Figure Skating circuit, which qualifies skaters for the ISU Grand Prix Final, taking place December 11-14 in Barcelona, Spain.

Tourism Kelowna is the official not-for-profit tourism industry association marketing Kelowna as a tourism destination. In partnership with over 300 businesses, Tourism Kelowna generates tourism demand through strategic sales, marketing and visitor servicing to fulfill its mandate to increase overnight visitation and economic impact of tourism within Kelowna and area.

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