

Tourism Kelowna

Press Release Communique

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Kelowna to host 2015 Canada's West Marketplace

An estimated 120 International tour operators and wholesalers will get a first-hand impression of Kelowna's tourism experience when they come here to meet with over 300 Alberta and British Columbia tourism suppliers for the 28th annual *Canada's West Marketplace* trade show November 15 – 18, 2015. The location for next year's trade show was announced at today's *Canada's West Marketplace* luncheon in Canmore, Alberta.

Established in 1989, the Canada's West Marketplace trade show is a partnership between Destination British Columbia and Travel Alberta, and is an annual forum for promoting Western Canada tourism products to international and domestic tour operators who come from Europe, Asia Pacific, and the Americas. Each year, the trade show alternates locations between Alberta and BC.

"Hosting Canada's West Marketplace is a coup and a distinct honour," says Nancy Cameron, President and CEO of Tourism Kelowna. "The trade show has enormous cachet with international tour operators and wholesalers. This event represents an immense long-term business development opportunity for our region and a tourism growth opportunity for Kelowna. We are pleased to be working with Destination BC, Travel Alberta, and the Thompson Okanagan Tourism Association to make this event a great success."

"This is an excellent conference and trade show for Kelowna to host," says Jennifer Horsnell, Director of Sales for Tourism Kelowna. "Not only does it create business for our tourism and hospitality operators at a typically slower time of year, but it provides a unique opportunity to showcase Kelowna to international tour operators. With Kelowna's convenient air access and astounding range of marketable travel experiences, we knew this was an opportunity we had to go after. It is satisfying to see it coming to fruition."

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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For interviews and more information, please call:

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