

Calgary rolls out the welcome mat. New tourism campaign & destination website welcomes the world

Calgary, July 02, 2010 – Calgary’s tourism industry unveiled a major new destination website and marketing campaign on June 9th that will significantly enhance Calgary’s competitiveness as a travel destination.

Over 150 people from businesses that are the backbone of our city’s \$1 billion tourism industry joined project leaders Tourism Calgary and Calgary Hotel Association to kick-start this new collaborative campaign in front of Calgary news media.

The new e-commerce platform www.visitcalgary.com was unveiled as the central showcase for our western hospitality and the authoritative online source – for both tourists and Calgarians – of all that there is to experience in Calgary. Fully interactive and with a booking engine that packages everything from event tickets to hotel rooms and attractions, the site is a major enhancement of Calgary’s destination marketing activities.

Created and built in Calgary, the \$425,000 site was paid for through the Calgary Hotel Association Destination Marketing Fund. In the coming year, another \$635,000 will be spent on additional technologies, content and marketing of the site.

“The site provides locals and travelers with confidence that they are getting the most current info, the broadest selection and the best deals,” said Tourism Calgary President and CEO Randy Williams. “It’s a quantum leap forward for our online presence. It’s the latest sophisticated technology, but it projects the down-home warmth that people expect from Calgary and Calgarians.”

www.visitcalgary.com features:

- flash banners
- booking engine (hotels, attractions, reservations, etc.)
- event calendar
- interactive itinerary planning ability
- interactive maps
- and more.

In the coming weeks the site will also feature:

- social media and mobile applications
- more visitor tools
- digital promotions and coupons

You’re Very Welcome

Tourism Calgary also unveiled its new marketing message by rolling out the welcome mat – literally. *You’re Very Welcome* is the new slogan that projects Calgary’s unique down-home hospitality to the world and will be central to the marketing activities of Tourism Calgary in the next few years. Tourism Calgary distributed hundreds of the branded welcome mats to industry employees and pedestrians on Stephen Avenue Mall.

“*You’re Very Welcome* fits with our western heritage and down-home hospitality,” said George Brookman, Chair of Tourism Calgary. “It’s what we’re known for, it’s memorable and it’s catchy and it gives a clear message that our doors are open to welcome the world.”

About Tourism Calgary

Tourism Calgary is Calgary's Destination Marketing Organization. Representing the tourism industry and almost 500 members, Tourism Calgary brings Calgary to the world and the world to Calgary for meetings and conventions, leisure travel, and sport, culture and major events. Tourism in Calgary annually contributes over \$1 billion in economic impact to the local community.

Contact Tourism Calgary

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