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For Immediate Release

**Tourism Calgary and Calgary Hotel Association win Alto Award
for marketing partnership in creating VisitCalgary.com
*Calgary's popular new website tops in Alberta in 2010***

(Calgary, Alberta) – Alberta's tourism industry has honoured the marketing partnership that created VisitCalgary.com Calgary's new destination marketing website.

The Alberta Tourism Awards, known as the "Altos", has given its 2010 Marketing Partnership Award to Tourism Calgary and the Calgary Hotel Association (CHA) in recognition of the partnership between the two organizations that established VisitCalgary.com. The partnership was formed in order to create an e-Strategy built on the VisitCalgary.com website, a fully interactive e-commerce site that includes a booking engine, packaging, promotions and event listings.

"Our partnership with the CHA has produced a dynamic and authoritative online destination for travellers who want to come to Calgary," says Randy Williams, President and CEO of Tourism Calgary, "through packages, promotions, itineraries and tremendous content we will create more animation for the destination; driving motivation and urgency to travel to Calgary today."

"This award recognizes a partnership that is working," adds Joseph Clohessy, President of the CHA. "Whether we measure it by hotel bookings, site visits, sales leads or industry participation, VisitCalgary.com is a collaborative success for our two organizations and a popular destination for Calgarians and travellers the world over."

The Alto Awards were held at a gala event on October 25 at the Fairmont Banff Springs.

Since it launched in June, 2010, VisitCalgary.com has attracted over 205,000 visitors who have visited almost 1.1 million pages of content. VisitCalgary.com is the online destination for visitors and Calgarians alike who want to learn about all that our city has to offer, as well as be the central showcase for our western hospitality, events and attractions to travellers near and far. The website is fully interactive and has a booking engine that packages everything from event tickets to hotel rooms and attractions.

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About Tourism Calgary

Tourism Calgary is Calgary's Destination Marketing Organization. Representing the tourism industry and more than 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 and employs 1 in 10 Calgarians.

About the Calgary Hotel Association's DMF

The Calgary Hotel Association's Destination Marketing Fund (DMF) exists to market Calgary as a tourism and convention destination on behalf of its members through partnership investments with destination marketing organizations and/or with other tourism industry partners with similar objectives. The Calgary Hotel Association is a member-based organization representing 66 properties with over 10,000 total guest rooms that promotes the economic needs of its members and other tourism industry stakeholders.

Tourism Calgary – Calgary’s Destination Marketing Organization
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