

**November 3, 2009**  
**For Immediate Release**

**Tourism Calgary announces New CEO**

*Calgary's destination marketing organization poised for success with new leader*

(Calgary, Alberta) – Tourism Calgary is elated to welcome Mr. Randy Williams into the position of President and CEO for the organization. Williams, the current President and CEO of the Tourism Industry Association of Canada (TIAC) in Ottawa, will commence his new residency beginning January 4, 2010.

A recognized leader in the tourism industry with more than four decades of experience in hotel management, human resource development and education, tourism planning and destination marketing, Williams exudes the business acumen, tactical execution and invaluable experience Tourism Calgary has been tirelessly searching for in their ideal CEO candidate.

Williams served as the President of the Association of Canadian Travel Agencies from 1999 – 2001 prior to his tenure at TIAC, and was the first President and CEO of Tourism Saskatchewan from 1994 – 1999, where he was the leading force behind restructuring the organization into a private-public partnership model for tourism marketing at the provincial level – the first such initiative in Canada. Actively involved in a number of tourism and educational institutions and a graduate of George Washington University's Tourism Destination Management Program, Williams is a Certified Hotel Administrator and has previously owned and operated two hotels – one of which was the Marlborough Inn in Calgary.

"Tourism Calgary's new Board of Directors made it their goal to find a leader for the organization who had proven knowledge and understanding of the tourism industry, who could identify the needs of both business and leisure travelers and who recognized the mechanics of a highly functional, results-oriented destination marketing organization," says George Brookman, Chairman of Tourism Calgary. "Mr. Williams exceeds all those expectations, and comes highly recommended as the voice of change for Tourism Calgary and our local tourism industry."

Born in Ottawa, Williams previously lived in Calgary from 1975 – 1992, and says of his pending move back to the city that "it feels like coming home".

While Williams will not fully step into his new role until early next year, he will attend Tourism Calgary's next Board of Directors meeting on November 18, 2009; and will visit with several community and industry stakeholders the following day.

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**About Tourism Calgary:**

Tourism Calgary is a not-for-profit, membership based organization specializing in the marketing and promotion of Calgary and area as the destination of choice for leisure and business travel. For over 50 years Tourism Calgary has been the only organization dedicated to this purpose, and has grown to include a network of over 500 businesses from city attractions and accommodations to arts and entertainment venues and transportation outlets.

**For more information, please contact:**

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