

Warm welcome for Calgary's hot new travel website www.visitcalgary.com draws 42,000 tourists in first 4 weeks

Calgary, July 07, 2010 – Calgarians and international travelers are giving Calgary's new tourist website a warm welcome.

Since going live on June 9th, www.visitcalgary.com has attracted over 42,000 unique visitors, making the new website one of Calgary's top tourist destinations. Calgarians are the most numerous visitors as they check out the lineup of local events and attractions like the Calgary Stampede, Body Worlds, Heritage Park and Cirque du Soleil's Kooza. Calgarians are also entering to win vacation packages totaling \$10,000 in value.

"As intended, Calgarians are the top users of the site at about one-third of all visitors," said Tourism Calgary President and CEO Randy Williams. "We want Calgarians to visit the site when making their own plans about where to go in Calgary, as well as when planning visits by friends and family from outside the city. It's those of us who live here that will make the site popular with those who live far away."

Visits are also coming from across Alberta, Canada, London, New York and Sao Palo, Brazil.

www.visitcalgary.com was unveiled June 9th as the replacement for the old site, www.tourismcalgary.com. www.visitcalgary.com is the new e-commerce platform and central showcase for our western hospitality. The site is already the authoritative online source 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. To date, almost 60 hotel room nights and over 440 event tickets have been bought through www.visitcalgary.com. This e-commerce function was not available on the site until June 9th.

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.

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Tourism Calgary – Calgary's Destination Marketing Organization

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