

February 2010



**TOTA News**  
**Regional News**  
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MONTHLY NEWSLETTER OF THE THOMPSON OKANAGAN TOURISM ASSOCIATION



## BOARD SETS NEW MISSION FOR TOTA

The 14 members of TOTA's 2009-10 Board of Directors met at Sun Peaks Resort in late January for their annual retreat. In keeping with the recent changes and new direction that TOTA has taken to broaden its range of tourism marketing and development activities, the Board adopted the following new mission statement for the organization.

***"TOTA's mission is to support the ongoing growth and sustainability of our tourism industry by establishing Thompson Okanagan Tourism as a champion of excellence and innovation in destination marketing, management and industry development."***

Coming out of its planning session, the Board notes that TOTA looks forward to taking a stronger role in supporting the tourism industry and in facilitating its further development and growth.



*From left, TOTA CEO Glenn Mandziuk addresses the January Board retreat, as Board members Lisa Corcoran, Ingrid Jarrett, Ian Henson and Lee Morris look on.*

## REGION IS PART OF MAJOR MARKETING CAMPAIGN AT OLYMPICS

Tourism promotion for the Thompson Okanagan is getting a major boost from a wide-ranging Tourism BC marketing campaign underway before and during the upcoming Winter Olympics.

And TOTA has been busy supporting the provincial campaign, providing it with high-quality materials and helping to arrange media visits.

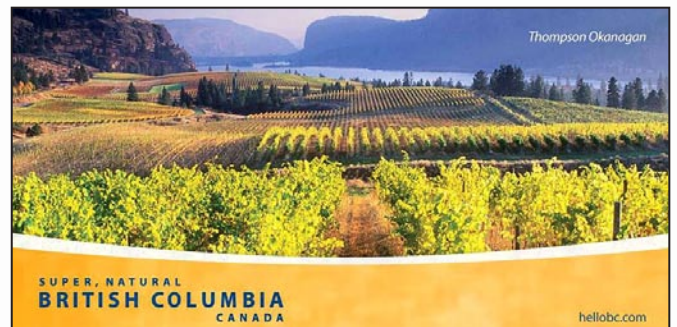
TOTA Chief Executive Officer Glenn Mandziuk says the huge Tourism BC marketing blitz includes star-studded television commercials, newspaper and magazine ads, billboards, bus signs, website promotions, publicity partnerships with a number of other organizations, and working with national and international media whose coverage is now focused on B.C.

"Tourism BC is presenting a very professional, high-quality campaign and we are pleased to be a part of it," Mandziuk says. "It displays the attraction of every part of British Columbia – not just Vancouver and Whistler – and the Thompson Okanagan region is featured in many of the campaign materials."

He adds, "We want to use the attention surrounding the Olympics as a springboard, to take our region to the next level – raising the awareness of people throughout B.C., Canada, the United States and beyond that we have a world-class travel destination right here."

Mandziuk says 250,000 visitors are expected in B.C. during the Olympics, and three billion will watch the Games on television. "This is an amazing opportunity to showcase our region to the world. We want to encourage travellers to visit during and after the Olympic Games."

One of the highest-profile parts of the marketing campaign is video material for TV spots and other applications which features B.C.-born celebrities saying, "You Gotta Be Here", while fast-cut images show exciting activities in various beautiful parts of the province. The celebrities include singer Sarah McLachlan, basketball star Steve Nash, and actors Michael J. Fox, Ryan Reynolds, Eric McCormack and Kim Cattrall. Scenes



*Tourism BC's marketing campaign includes images of the Thompson Okanagan on a variety of display materials, such as this poster design. Large posters will greet visitors at each Olympic venue.*

### TOTA STAFF SUPPORT LOCAL TOURISM DEVELOPMENT

TOTA Industry Development Specialist Jennifer Houillebecq and Community Development Specialist Simone Carlyle-Smith met with the Tourism Wells Gray Board in early January. The Board was established following completion of the Community Tourism Foundationsâ Plan for Clearwater and Wells Gray Country in 2007.

During the meeting, Houillebecq facilitated a review session. "The discussions clearly highlighted the progress that has been made in building the organization as an effective partnership in developing and promoting tourism," she says.

Tourism Wells Gray has recently carried out a branding process and now plans to strengthen its positioning in various markets as "The Canada You Imagine". Priorities for this year include working with regional partners to develop more visitor opportunities within the wider region – particularly those associated with trails – and working with operators to measure the value of tourism in the local economy.

Houillebecq was also recently invited to Thompson Rivers University, in Kamloops, to present a guest lecture to the third-year Tourism Management degree students. The focus of the discussion was on community tourism planning. Students in TRU's Tourism Planning and Policy course will be working with the Town of Princeton and a range of stakeholders to assist them in developing a tourism plan for that community.

from the Thompson Okanagan are included.

Mandziuk says TOTA staff have been busy working with visiting journalists, photographers, videographers, and tour operators to support the Tourism B.C. campaign and give maximum exposure to this region. Some of their activities include:

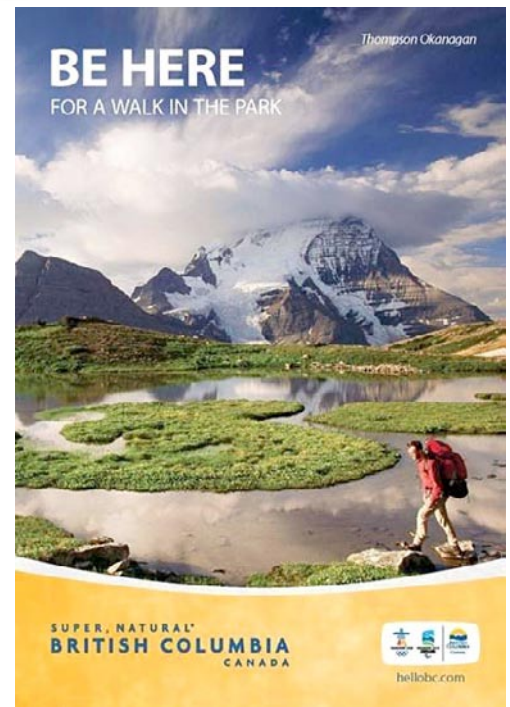
- Logistical and hosting support for the Canadian Tourism Commission (CTC) and Tourism BC (TBC) for visiting Chinese dignitaries – Olympic speedskating medalist and now senator Ye Qiaobo and Chinese television network official Wen Hua Ding. The two were invited to take part in the Olympic Torch Relay in the Okanagan, and CTC filmed it for a segment that was broadcast to a dinner-time audience of more than 500 million people in China.

- TOTA co-ordinated the "blog crew" for the Olympic Torch Relay's trip through the Okanagan last week. Blog reporter Chris Wheeler follows the Torch and also veers off to interview and film interesting people and places, providing excellent video publicity on the HelloBC website and YouTube. TOTA Media Relations staff has helped Wheeler and his crew cover locations in Grand Forks, the NK'MIP Desert Cultural Centre (Osoyoos), Mission Hill Winery (West Kelowna), and the Village Cheese Company (Armstrong), Salmon Arm, and Kamloops. On Feb. 6-7 the crew will follow the Torch through Cache Creek, Ashcroft, Logan Lake, Merritt, and Princeton. TOTA will co-ordinate "streetscape shots" in these communities as well as interviews in Cache Creek and Merritt.

- TOTA Media Relations Specialist Miles Prodan will work for the Feb. 22-28 portion of the Olympics at the Robson Media Centre in Vancouver, meeting directly with journalists from around the world, providing information to them, and promoting the Thompson Okanagan.

- On Feb. 18, the Okanagan's businesses and lifestyle will be showcased to hundreds of international media at the Olympics, at a special reception organized by the Okanagan Valley Economic Development Society. About 75 Okanagan business leaders, including TOTA CEO Glenn Mandziuk, will be on-hand to promote investment and travel to the region. The event will include samples of the region's wines and foods.

- TOTA is participating in a number of ads that feature the entire Thompson Okanagan region, which will be placed in publications available to visitors at the Olympics. In *Where Magazine*, which will be in every Vancouver-area hotel, TOTA arranged for a two-page feature on the Thompson Okanagan region. TOTA also arranged for co-operative



*Large images like this will adorn bus shelters in Vancouver during the Olympics, promoting travel to the various parts of B.C. – including all parts of the Thompson Okanagan region.*



*The media interview Ye Qiaobo in Osoyoos Jan. 25.*

advertising with Sun Peaks Resort and Tourism Kamloops in *TV Weekly*, which will be in every Vancouver and Whistler hotel room as well as online, featuring a promotion for the Kamloops area. The Salmon Arm Roots & Blues Festival will be featured in *Westjet Airlines' Up Magazine*. And, quantities of the *Thompson Okanagan Visitor Guide* will also be available at the many Visitor Centres at Whistler and throughout the Greater Vancouver area.

- TOTA Media Relations staff also hosted several media visits to Thompson Okanagan tourism sites in January. For example, a reporter for Germany's OBC national newspaper and MRD public radio broadcaster visited Sun Peaks, Silver Star, and Big White Resorts for a week and will file Winter Olympics stories which will

### HAVE ANY 'STORIES' TO HELP PROMOTE THE REGION?

TOTA's Media Relations department is inviting tourism stakeholders throughout the region to submit story suggestions and information which could be used to promote the Thompson Okanagan region during the 2010 Winter Olympics.

Tourism BC will have numerous staff promoting stories from around the province to hundreds of journalists who want their audiences to learn more about B.C. TOTA Media Relations Assistant Gary Aldus says, "Many journalists will be unaccredited, meaning they cannot access the Olympic venues – and they will be looking for stories above and beyond what their competitors are reporting. This is a tremendous opportunity to take advantage of a captive audience."

Aldus and Media Relations Specialist Miles Prodan urge people who may have a story idea about their business, a staff member, or a person or place down the street -- anything that may qualify as different or noteworthy – to call them immediately.

"We'll take your idea and run with it to see if we can interest media to follow up with you," Prodan says, adding, "You never know – you may have a columnist calling who writes for a newspaper with a circulation of 300,000 in Europe or Australia!"

**Contact Aldus at 250-377-4383 (galdus@totabc.com) or Prodan at 250-860-5999 (mprodan@totabc.com).**

include coverage of these resorts. In February, journalists from Australia will visit a number of winter travel products in the region – including Mustang Powder Cat Skiing near Sicamous, Big White, Silver Star and Sun Peaks Resorts.

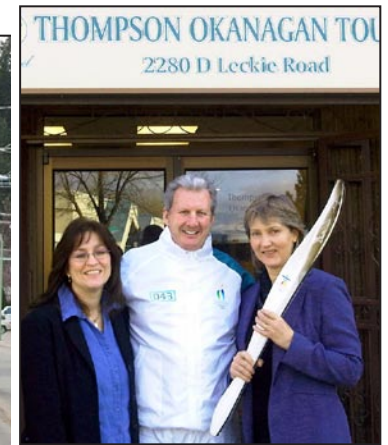
• As part of a travel contest included in Tourism BC's marketing campaign, a luxurious wine tour to the region is included as one of six "Perfect B.C. Vacations" that contest winners get to choose from. From Jan. 18-March 31, residents of Canada or the U.S. can enter to win two grand prizes worth \$10,000. Each winner will choose one of the six available grand prize packages. The packages are all-expense-paid tours to either Vancouver Island, Vancouver/Whistler, a Cariboo-Chilcotin Luxury Guest Ranch, a Thompson Okanagan Wine Experience, a Kootenay Rockies Heli-Hiking Adventure, or a Northern B.C. Inside Passage & Rail Tour. The Thompson Okanagan package includes airfare to Kelowna, seven days car rental, \$1,500 in spending money, six nights at a winery guest house, wine tours at a number of wineries, luxury restaurant meals, and a First Nations cultural stop.

[www.youtube.com/user/GovernmentofBC#p/u/11/xwSCHRQCIBY](http://www.youtube.com/user/GovernmentofBC#p/u/11/xwSCHRQCIBY)

[www5.hellobc.com/2010-torch-relay/default.aspx](http://www5.hellobc.com/2010-torch-relay/default.aspx)

[www5.hellobc.com/BEHERE-contest/default.aspx](http://www5.hellobc.com/BEHERE-contest/default.aspx)

### BOARD CHAIR CARRIES THE TORCH



As the Olympic Flame wound its way through the Thompson Okanagan region in late January, it spread pre-Olympic excitement among people in every community. TOTA Board Chair Michael J. Ballingall was as enthusiastic as anyone – and he showed it by carrying the Olympic Torch through part of Kelowna on the morning of Jan. 26. After his leg of the run, he stopped by the TOTA office, right, and showed the Torch to staff, including Community Development Specialist Simone Carlyle-Smith, left, and Industry Development Specialist Jennifer Houillebecq.

### KEEP IN TOUCH WITH TOTA!

Keep in touch with the latest information about TOTA and its programs. Check out the following links:

**Webpage:** [www.totabc.org](http://www.totabc.org)

**Facebook:** [www.facebook.com/totabc](http://www.facebook.com/totabc)

**Twitter:** <http://twitter.com/totamedia>

Also, see Tourism BC's website on the Thompson Okanagan region, at: [www.hellobc.com/en-CA/RegionsCities/ThompsonOkanagan.htm](http://www.hellobc.com/en-CA/RegionsCities/ThompsonOkanagan.htm)

### GERMAN OPERATOR ADDS AREA COURSES TO ITS GOLF TOURS

It's rewarding when hard work in the Travel Trade sector pays off. TOTA Travel Trade Specialist Jackie Frederick reports that, after years of working closely with German company SK Touristik, including a FAM tour, the tour company has just come out with a golf package to B.C. which includes excellent representation of the Thompson Okanagan.

In a glossy new colour brochure, emblazoned with the announcement that "Canada is the new destination for golfers", SK Touristik provides details of a number of golf tours – including the Sea to Sky Lake Route (12 days from Vancouver to Calgary), the Island, Sun & Wine Route (18 days including Vancouver, the Thompson Okanagan, and Vancouver Island), and Canadian Fantasy (18 days including Vancouver, Thompson Okanagan, Wells Gray, Jasper, and Banff).

The SK Touristik golf-tour itineraries feature a number of courses in the TOTA region, including: Salmon Arm Golf Course, Predator Ridge Golf Course (Vernon), NK'MIP Canyon Desert Golf Course (Oliver), and Tobiano Golf Course (Kamloops), as well as accommodation at a number of accommodations in the area.

[http://sktouristik.de/downloads/files/kataloge\\_2010/SK-Golf-2010-web.pdf](http://sktouristik.de/downloads/files/kataloge_2010/SK-Golf-2010-web.pdf)

### MEDIA RELATIONS HOSTS JOURNALISTS AT WINTER WINE FESTIVAL

Despite being extremely busy with Olympic Torch Relay arrangements throughout the Thompson Okanagan in January, TOTA's Media Relations staff – Specialist Miles Prodan and Assistant Gary Aldus – found the time to provide support for a couple of other important media relations activities promoting tourism in the region.

At the 12th annual Okanagan Wine Festival Society's Winter Wine Festival, during the week of Jan. 18 at Sun Peaks Resort, TOTA hosted several journalists including Julia Pegg from *EAT Magazine*, Kevin Brooker from the *Calgary Herald* newspaper and *Swerve Magazine*, Deanna Lancaster from the *North Shore News*, and Rebecca Bollwitt, a guest author from *miss604.com*.

The near-sellout Winter Wine Festival was once again a big success, with more than 24 wineries in attendance. The event continues to receive excellent reviews from visiting scribes, who indicate that the progressive village touring format is unlike any other tasting event in Canada.

Also in January, a television crew from *Rede Record*, the Brazilian television network which holds that country's official rights for the 2010 Winter Olympics, toured through the Okanagan. They filmed at a number of wineries near Kelowna and visited Sun Peaks Resort. A Brazilian man recently won Sun Peaks' "Ultimate Snow Bum" contest, and the Canadian Tourism Commission last year opened a new office in Brazil as a result of increasing interest and visitation to Canada – in particular, winter resorts and wine in B.C.!

Coming up in February, journalists from Australia will visit a number of the region's winter products – including Mustang Powder Cat Skiing near Sicamous, Big White Ski Resort, Silver Star Mountain Resort, and Sun Peaks Resort.

[www.thewinefestivals.com/winterfestival.htm](http://thewinefestivals.com/winterfestival.htm)  
<http://rederecord.r7.com/vancouver>



*Julia Pegg, from EAT Magazine, and Kevin Brooker, from the Calgary Herald newspaper and Swerve Magazine, enjoyed the 12th annual Okanagan Wine Festival Society's 'Winter Wine Festival', held at Sun Peaks.*



*More than 24 wineries attended this year's Winter Wine Festival, giving participants a great selection of some of the region's best.*

### CORRECTION ON FAM TOUR SUPPORT

A story in the January *TOTA Newsletter* entitled "FAMs Invaluable for Local and Regional Tourism Industry" erroneously stated that Tourism BC usually pays for visiting tour operators' flights, local transportation and accommodation.

In fact, while Tourism BC does generally pay for flights, local transportation and meals, it does not cover the cost of accommodation.

The hosting stakeholder accommodation operators are expected to cover that cost.

We apologize for the error.

### TRAVEL TRADE ATTENDS ABA MARKETPLACE

With incoming group travel by bus being a travel mode that offers attractive potential growth for the Thompson Okanagan region, TOTA is actively working both with North American bus tour operators and with operators of the region's travel-related businesses to boost this segment of the tourism industry.

Travel Trade Specialist Jackie Frederick attended the 2010 American Bus Association (ABA) Marketplace, held Jan. 15-19 near Washington, D.C. – the largest bus-related conference, with more than 3,200 ABA members and industry professionals networking.

"Every bus that overnights in a community spends an average of \$14,000 in that city," Frederick says, pointing out the importance of bus group travel is for the industry.

She held 31 face-to-face meetings with tour operators at the ABA Marketplace. "Group travel by coach is the focus for ABA, with up to 50 per cent of its tour-operator members targeting student and youth travel," Frederick says. "With the 2010 Olympic exposure, many operators have B.C. on their radar and are looking for touring options for 2011. To take advantage of the student and youth market, B.C. and the TOTA region must develop music and performance festivals, find performance opportunities, and work collectively to market it to this very fast growing segment."

Frederick notes that TOTA is currently working with stakeholders in the region to create festivals and programs that will attract the growing student and youth tour market – and she urges operators in the area to take advantage of the 2010 Olympic coverage of B.C. to develop new products in this area.

The region has some advantages when selling to the bus tour operators. Thompson Okanagan is an ideal stopover between Vancouver and the Rockies, and the ABA operators are familiar with B.C. and this region. "Student and youth tour operators are very interested in hearing more about any festivals we are able to attract to the region," Frederick says.

ABA provides some statistics on the value of the motor coach business at: [www.buses.org/files/ReportDec08.pdf](http://www.buses.org/files/ReportDec08.pdf).  
[www.totabc.org/travel\\_trade](http://www.totabc.org/travel_trade)



**AMERICAN BUS ASSOCIATION**

## TOTA CORPORATE SPONSORS



February 2010

## OLYMPIC FLAME LIGHTS UP THE THOMPSON OKANAGAN REGION

The Olympic Torch Relay blazed through much of the Thompson Okanagan region from Jan. 24-29, being met by large, enthusiastic crowds everywhere it went.

Coming in at the southwest corner of the region, the Torch passed through Christina Lake, Grand Forks, Greenwood, Midway, Rock Creek and Osoyoos, before spending its first night in the Thompson Okanagan, at the Osoyoos Indian Band's NK'MIP Resort. Over the next five days it wound its way through Oliver, Okanagan Falls, Penticton, Summerland, Peachland, West Kelowna, Kelowna, Lake Country, Coldstream, Vernon, Spallumcheen, Armstrong, Enderby, Sicamous, Malakwa, Revelstoke, Salmon Arm, Sexqeltqin, Tappen, Blind Bay, Sorrento, Chase, Pritchard, Kamloops, Tk'emlups Indian Band, Barriere, Clearwater, Little Fort, and Valemount.

On Feb. 6 and 7 the Torch will pass through the west side of the region, going to Cache Creek, Ashcroft, Logan Lake, Scw'exmx, Merritt, and Princeton.

About 200 torchbearers from the region proudly carried the Torch each day, to the cheers of their friends, families and neighbours.

Major celebration events – complete with VANOC's multimedia stage, performances by entertainers, and speeches by officials – were held in Osoyoos, Penticton, Kelowna, Vernon, Revelstoke, Salmon Arm and Kamloops. One will also be held in Merritt on Feb. 6.

With just over a week to go until the start of the 2010 Winter Olympics, the Torch Run through the Thompson Okanagan was perfectly timed to raise Olympic fever throughout the region.

[www.vancouver2010.com/olympic-torch-relay](http://www.vancouver2010.com/olympic-torch-relay)



Susie Welsh  
in Penticton.



Gordon Mackie  
in Sicamous.



Pascale  
Boucher in  
Clearwater.



Lawrence Skolrood in Coldstream.



Stacey Rotheisler in Peachland.



## REGIONAL NEWS

### BIG WHITE & KELOWNA TO HOST INTERNATIONAL CHILDREN'S GAMES

Kelowna Mayor Sharon Shepherd and International Children's Games President Torsten Rasch signed an agreement in Kelowna Jan. 26 officially naming the city and Big White Ski Resort as the site of the 2011 ICG Winter Games, to be held next Jan. 25-31.

Events in seven sports – including skiing, skating, curling, hockey and speedskating – are expected to attract about 1,200 athletes, age 12-15, plus their coaches and families.

Rasch was in Kelowna and Big White for a number of days to tour facilities, which he pronounced are "great".

The Castanet news website reported Rasch as saying, "The surroundings here are beautiful. We don't have something like this in Europe and the quality of the snow is just unique. The combination of sport and children is something that you will all enjoy next year when they come from probably more than 50 countries."

This will be the first time the ICG Winter Games have been held outside Europe.

<http://internationalchildrensgames-kelowna2011.com/>  
[www.castanet.net/news/Kelowna/52290/Kelowna-agrees-to-host-games](http://www.castanet.net/news/Kelowna/52290/Kelowna-agrees-to-host-games)

### EIGHT AREA ATHLETES MAKE OLYMPIC TEAM

Eight athletes from the Thompson Okanagan region are among the 35 B.C. athletes who will vie for gold at the 2010 Winter Olympics this month. They're all part of the 206-member Canadian Olympic team and the overall total of more than 5,500 athletes from 80 countries who will compete in 15 sports at the Vancouver/Whistler Olympic Games Feb. 12-28.

On Jan. 29 the Premier's office announced the names of the 35 British Columbians who have made the Canadian Olympic Team. The eight from the Thompson Okanagan are:

**Justin Kripps** – Bobsleigh (*hometown: Summerland*).

**Chris Le Bihan** – Bobsleigh (*hometown: Kelowna*).

**Kelsey Serwa** – Freestyle Skiing; Ski Cross (*hometown & residence: Kelowna*).

**Steve Omischl** – Freestyle Skiing; Aerials (*hometown & residence: Kelowna*).

**Kristi Richards** – Freestyle Skiing; Moguls (*hometown: Penticton; residence: Summerland*).

**Duncan Keith** – Hockey (*hometown: Penticton*).

**Shea Weber** – Hockey (*hometown: Sicamous*).

**Drew Neilson** – Snowboarding; Snowboard Cross (*hometown: Vernon*).

To cheer on these athletes and the rest of the Canadian team visit [www.olympic.ca/en](http://www.olympic.ca/en).



Moguls skier Kristi Richards.

### KELOWNA & KAMLOOPS IN MONOPOLY CONTEST

Kelowna and Kamloops have been in the running in the current online contest to have properties in the new Canadian edition of Monopoly, the decades-old real-estate board game, named after them. But unless voters in the region put on a final push of web-based voting, it appears they might lose out.

From Jan. 11 to Feb. 7, Canadians have been able to vote at [www.monopolyvote.ca](http://www.monopolyvote.ca) for their favourite city. Sixty-five cities from across the country have been nominated, and the top 20 vote-getters will have the honour of placing their name on Monopoly properties in the new edition of the game, along with two wild-card cities. From Feb. 8-21, people can vote online for their favourites among the top 10 nominated wild-card cities. The results will be announced in June.

Of eight B.C. cities in the running, only Kamloops and Kelowna are in the Thompson Okanagan region. In late-January, Kelowna was as high as 10th place, but it had slipped to 14th and was slipping further towards the end of the month. Kamloops was much further down the list. For the last few days of voting, the Monopoly website has hidden the ranking of the cities in competition.

Catherine Frechette, Tourism Kelowna's Media Relations Manager, recently told local news media that there is value in getting the city's name onto the game: "Securing a spot for Kelowna on the Canadian Monopoly game board would positively contribute to Kelowna's intrigue as a quintessential Canadian tourism destination. Every time a family gets together to play their Canadian Monopoly game, they might vie for that desirable Kelowna real estate and the destination remains top-of-mind for those players."

[www.monopolyvote.ca](http://www.monopolyvote.ca)

[www.kelowna.com/2010/01/26/monopolys-boardwalk-slipping-out-of-kelownas-sights](http://www.kelowna.com/2010/01/26/monopolys-boardwalk-slipping-out-of-kelownas-sights)



## REGIONAL NEWS

### BIG FIRST NATIONS RODEO SET FOR MERRITT IN MAY

The Nicola Tribal Association has announced plans to hold a major First Nations rodeo in Merritt over the May long-weekend, May 21-24.

The Merritt Herald reports that Tribal Association CEO Victor Tom told a meeting of Merritt stakeholders and media Jan. 22 that plans call for the event – called “North America’s Richest Indian Rodeo” – to attract up to 600 competitors vying for nearly \$250,000 in prize money.

Tom says the rodeo will draw riders from the two top continental Indian Rodeo associations, as well as a large contingent from the Navajo Nation. Events will include bull riding, barrel racing, bareback riding, saddle-bronc riding, steer wrestling, and team roping.

Local First Nations are involved in organizing the rodeo and a powwow that will go on at the same time.

[www.iifrodeo.com/id130.html](http://www.iifrodeo.com/id130.html)

[www.bclocalnews.com/bc\\_thompson\\_nicola/merritthermal/news/82751797.html](http://www.bclocalnews.com/bc_thompson_nicola/merritthermal/news/82751797.html)

### VERNON UNVEILS NEW LOGO

The City of Vernon launched its new brand Jan. 7, which includes a logo for both the city and its tourism function, and a new tourism tagline: “Make it Yours”. The new identity will support tourism, will help market and promote the city, and is intended to position Vernon as a desirable Okanagan destination for tourists, new residents and new businesses.

In 2009, the city created a new tourism function and developed a Strategic Tourism Plan in partnership with Tourism BC. The next step was the new brand. The local firm, Stephanie Tambellini Design, was selected to create the new logo. It will be used on gifts, clothing, and promotional material.

The logo includes three stylized letter Vs, and colours – blue, green and orange – which refer to the lakes, hillsides, forests and grasslands of Vernon.

Representing the agricultural and forestry industries, the shape of a tree is created by tracing inside the three V symbols in the logo. The Vs may also be seen as arrows pointing towards the centre, denoting a sense of community and well-being, and representing a balance of economic, environmental and social interests in the community. The logo project was funded through a Union of BC Municipalities Community Tourism grant.

[www.vernon.ca](http://www.vernon.ca)



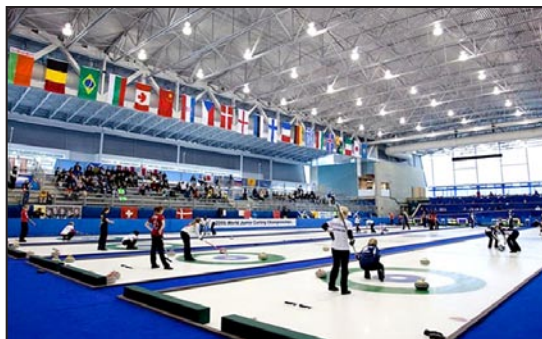
### INTERNATIONAL CURLERS WARM UP IN OSOYOOS

South Okanagan newspapers reported in mid-January that the French and New Zealand national curling teams competed with 26 other foursomes in the Osoyoos International Curling Club’s annual men’s bonspiel Jan. 15-17.

The Osoyoos Times and the Penticton Western News reported that the teams took part in the bonspiel as part of their January stay in the Okanagan Valley to practice for major upcoming events.

The French team has qualified for the 2010 Winter Olympics and has been staying in Vernon since early January and playing in weekend bonspiels in the region.

While the New Zealand team didn’t qualify for the Olympics, it has been spending the past few weeks in the Valley and played in weekend bonspiels as it geared up for the 2010 Karuizawa International Bonspiel, held in Japan on Jan. 27.



*The Olympic Curling Centre in Vancouver.*

Curling isn’t a popular mass sport in either France or New Zealand, and the teams finished out of the medals in the Osoyoos contest. Nevertheless, the teams have been gaining exposure to the Thompson Okanagan region as they hone their skills. French team member Thomas Dufour says his squad stayed at Spirit Ridge Vineyard Resort & Spa and was very impressed with Osoyoos.

[www.osoyoostimes.com/news/2010/01/19/france-new-zealand-take-on-osoyoos-at-bonspiel](http://www.osoyoostimes.com/news/2010/01/19/france-new-zealand-take-on-osoyoos-at-bonspiel)

[www.bclocalnews.com/okanagan\\_similkameen/pentictonwesternnews/sports/82120827.html](http://www.bclocalnews.com/okanagan_similkameen/pentictonwesternnews/sports/82120827.html)

### INNISKILLIN HOSTS ICE SCULPTURE & ICEWINE AT OLYMPIC ‘O-ZONE’

Inniskillin Wines announced Jan. 21 it will sponsor “Ice Gate”, a huge painted ice sculpture to be created by Canadian artist Gord Halloran at the main entrance to the “Richmond O Zone” 2010 Winter Olympics celebration site.

It also announced it will erect a 60-ft tasting bar, the Icewine Gallery, in the O Zone, which will be a place for wine lovers to sample Icewine during the Olympics, from Feb. 12-28.

Inniskillin – with vineyards in B.C.’s South Okanagan Valley and Ontario’s Niagara Peninsula – is an official wine supplier for the Vancouver 2010 Olympic and Paralympic Games. A portion of the proceeds from every

## REGIONAL NEWS

### RIDE GUIDE ON OLN FEATURES SKIING IN REGION

Skiing adventures in the Thompson Okanagan region were featured on the latest Ride Guide travel show on the OLN Canada television network, broadcast Jan. 31 at 9:30 a.m. (Pacific Standard Time).

The program consisted of a series of upbeat, youth-oriented, documentary-style videos featuring cat-skiing, heli-skiing and snowboarding at Valemount; snowboarding at Blue River; skiing and snowboarding at Trophy Mountain Chalet, near Clearwater; and skiing and snowboarding at Mt. Baldy, near Osoyoos and Oliver.

Ride Guide is North America's premier ski, snowboard and mountain-bike TV series, and it is broadcast on OLN every Sunday at 9:30 am Pacific time. The Ride Guide hosts and guest pros give viewers a firsthand look at their skiing, snowboarding and mountain-biking adventures from locations around the world.

Ride Guide is also available on Rush HD, Men TV, Shaw Video On Demand, and Rogers On Demand. It is seen exclusively throughout the USA on The Ski Channel.

[www.rideguide.ca](http://www.rideguide.ca)

bottle of its 2008 Commemorative Icewine sold supports the Canadian Olympic team and the Vancouver 2010 Olympic and Paralympic Winter Games.

An Inniskillin news release says Ice Gate will be a colourful, painted 30-metres-long by four metres high sculpture, at the "O Zone" for the duration of the Olympic Games. The painted ice will evolve over time as it melts and refreezes.

The Inniskillin Icewine Gallery will house two 36-ft-long tasting bars and a VIP lounge. Video-screens will show the making of Icewine, and samples of Inniskillin Icewine will be for sale.

More information on Inniskillin Wines is available at [www.inniskillin.com](http://www.inniskillin.com).

[www.inniskillin.com/library/ArticleFile.asp?Instance=143&ID=F88E30556D754F1C999236BF4ECE92A5](http://www.inniskillin.com/library/ArticleFile.asp?Instance=143&ID=F88E30556D754F1C999236BF4ECE92A5)

### BATEMAN DONATES PAINTING TO HELP CROC-TALK

Croc-Talk, one of Kelowna's leading tourist attractions, is getting some top-notch help in its effort to overcome a current financial shortfall.

The *Kelowna Capital News* reported Jan. 19 that renowned B.C. wildlife artist Robert Bateman has donated a limited print of an orca to the "crocodilian education centre", to be auctioned as a fundraising activity.

In addition, Croc-Talk owner Doug Illman is actively seeking corporate assistance and some form of partnership with the City of Kelowna in order to put the popular attraction on a sounder financial footing.

Kelowna Mayor Sharon Shepherd and Councillor Charlie Hodge were to visit Croc-Talk at the end of January to tour the facility and meet with Illman.

The eight-year-old Croc-Talk exotic animal sanctuary houses abandoned crocodilians, African wildcats and tortoises. It is both an educational facility and a place for crocodilians seized as illegal pets or formerly used for university research.

The *Capital News* says Illman hopes to one day move Croc-Talk to a location closer to Kelowna's city centre.

[www.bclocalnews.com/okanagan\\_similkameen/kelownacapitalnews/news/82134687.html](http://www.bclocalnews.com/okanagan_similkameen/kelownacapitalnews/news/82134687.html)

[www.croctalk.com](http://www.croctalk.com)



*Doug Illman, of Croc-Talk.*

### GREENE-RAINE HOSTS CHINESE COUNTERPART ON SLOPES



*Nancy Greene-Raine welcomes China's Ye Qiaobo to Sun Peaks on Jan. 26.*

They were both the first athletes to win a medal at the Winter Olympics for their respective countries, they both share a passion for skiing, and they are both senators in their nations' governments.

Now, Canada's Nancy Greene-Raine and China's Ye Qiaobo have gotten together for a day of skiing and snowbiking at one of the Thompson Okanagan's premier resorts.

On Jan. 26, Greene-Raine and Qiaobo met at Sun Peaks Resort – where Greene-Raine is Director of Skiing – for an enjoyable day on the slopes. Greene-Raine won gold and silver skiing medals at the 1968 Winter Olympics and is Canada's Ambassador to the 2010 Olympic Winter Games. Qiaobo won two silver medals in women's speedskating at the 1992 Winter Olympics and a bronze medal at the 1994 Olympics. She ran a leg of the Olympic Torch Relay in Osoyoos on Jan. 25 and will be a commentator at the Vancouver Olympics for the Chinese television network CCTC.

Greene-Raine says she was "delighted to host Qiaobo here at Sun Peaks. We seem to have quite a bit in common." She adds that she looks forward to encouraging many more Chinese visitors to come to Canada."

Canadian Tourism Commission (CTC) President Michele McKenzie says,

## REGIONAL NEWS

### FILM BUSINESS 'BOOMING'

The film business is booming in the Okanagan, according to Okanagan Film Commissioner Jon Summerland. He told the Castanet news website in early January that a number of projects are in various stages of development across the region – including commercials, TV series, and feature films all planning to produce part or all of their filmwork in the area.

Summerland says, "About two, two-and-a-half years ago, we had a lot of interest in the Okanagan and now some of those projects are coming to fruition. It's a very exciting time."

He says three major companies are currently scouting the area for commercials – one being Xbox games and another being Tim Hortons. He adds that three TV series are considering filming in the Okanagan, with two of those being HBO network shows.

Summerland also told Castanet that in December he gave tours to representatives of a major feature film now in the planning stages.

He adds that three productions are currently filming in the Okanagan: the reality show "X-Weighted" (filming from January to July); a documentary called "Green Earth"; and a Knowledge Network special called "First Voices".

[www.castanet.net/news/Kelowna/51903/Film-biz-is-booming-in-the-Okanagan](http://www.castanet.net/news/Kelowna/51903/Film-biz-is-booming-in-the-Okanagan)

"We're thrilled to bring together two great Olympic heroes who also serve their countries at the highest level. After three Olympic medals and 23 world championships, (Qiaobo) is a true legend and the perfect person to help us share the excitement of the Olympic Torch Relay and the stunning beauty of British Columbia with the people of China."

VANOC and CTC selected a number of international athletes, entertainers and media celebrities to participate in the 2010 Olympic Torch Relay and featured them in an international media program, in order to maximize international media coverage of the Relay and the 2010 Olympic Games.

[www.newswire.ca/en/releases/archive/January2010/21/c2714.html](http://www.newswire.ca/en/releases/archive/January2010/21/c2714.html)

### PRINCETON WINS GAMESTOWN 2010 COMPETITION

The provincial government announced Jan. 28 that Princeton, a town of just under 3,000 people in the Thompson Okanagan Tourism region, has beaten out 123 other B.C. communities for the title of GamesTown 2010.

Dawson Creek and Kamloops came second and third in the GamesTown competition. The contest was begun a year ago by ActNow BC to let British Columbians submit stories, photos and videos to the GamesTown contest website, saying how their community promotes healthy living, the Olympic spirit, involvement in sport and recreation, and environmental sustainability.

The impressive range of 600 stories, photos and videos submitted about Princeton has earned that community the GamesTown top award of \$100,000 to be put toward upgrading a local healthy living or sport facility.

Dawson Creek and Kamloops receive cash awards of \$50,000 and \$25,000 – also for the upgrade of a sport or healthy living facility in those communities. Princeton, Dawson Creek and Kamloops will also each receive a number of tickets to the 2010 Winter Games.

Nearly 7,500 entries were submitted in the online GamesTown 2010 competition – and between last November and Jan. 4, almost 200,000 votes were cast by British Columbians to determine the top 10 communities. GamesTown entries were judged by a celebrity panel which included Olympians Steve Podborski, Simon Whitfield and Nancy Greene Raine, along with CTV's Dr. Rhonda Low and Global-TV's Dr. Art Hister.

[www2.news.gov.bc.ca/news\\_releases\\_2009-2013/2010PREM0018-000088.htm](http://www2.news.gov.bc.ca/news_releases_2009-2013/2010PREM0018-000088.htm)

### SCHOOL OF THE ARTS IN PENTICTON GETS FUNDING

Penticton city council voted Jan. 18 to grant \$200,000 to a project that will see the Okanagan School of the Arts (OSA) move into renovated quarters in the historic Shatford Building, on the site of Penticton Secondary School. The plan will also help to create a Centre of the Arts in the building, owned by the local school board.

The Penticton Western News reports that the planned arts centre will establish a new training and entrepreneurial facility that will promote arts and culture in the community.

In December, Okanagan-Coquihalla MP Stockwell Day announced that the federal government will contribute \$400,000 to the project, if the project will be completed by March 31, 2011 and if OSA stated by Jan. 31, 2010 where it will get the remaining \$520,000 needed for the project to restore and renovate the 1921 building.

After securing \$320,000 – including money from the provincial government – OSA needed the additional \$200,000 from the city, over two years.

Before Council voted 4-3 to approve the funding, Councillor John Vassilaki said, "I think we have a moral obligation as the City of Penticton to go ahead with this \$200,000 grant to the Okanagan School of the Arts for many reasons. We will be saving a heritage building ... [and] we do need a new arts and cultural centre ... It is going to be our showcase to tourist and others that come to Penticton."

[www.bclocalnews.com/okanagan\\_similkameen/pentictonwesternnews/news/82120642.html](http://www.bclocalnews.com/okanagan_similkameen/pentictonwesternnews/news/82120642.html)



## REGIONAL NEWS

### NEW CARRICK DESIGNED COURSE NAMED 'THE RIDGE'

Predator Ridge Resort, just south of Vernon, announced Jan. 21 that the name of its new 18-hole championship course will be The Ridge, and the original 18-hole course, known as the Osprey-Red Tail course, will now be named The Predator.

The new 7,190-yard par-72 Ridge course – constructed in 2008-09, will open this summer. It offers elevation changes, mountain vistas, and views of Okanagan Lake. The course was designed by award-winning architect, Doug Carrick. He says, "The new course has been designed to provide golfers of all skill levels with a memorable and exhilarating golf experience that is unique to the Okanagan Valley."

On March 15 the resort will start taking summer tee-time bookings for The Ridge course.

In a second move, Okanagan business columnist John Thomson reports that Predator Ridge has formed a partnership with another Doug Carrick-designed golf course – The Carrick on Loch Lomond, in the U.K., providing benefits for members of both golf courses.

The partnership will give members of The Carrick use of the world-class facilities at Predator Ridge, and will also allow members of the Canadian resort to play at The Carrick course.

[www.predatorridge.com/about/happenings/10/01/predator-ridge-unveils-name-new-golf-course](http://www.predatorridge.com/about/happenings/10/01/predator-ridge-unveils-name-new-golf-course)

### 100-YEAR-OLD HITS THE SLOPES AT BIG WHITE

Just days after turning 100, an Okanagan woman celebrated by taking to the slopes at Big White Ski Resort.

With her son John Walker skiing beside her, Mel Walker glided down the ski hill Jan. 14 on a "Sno-Limo" – essentially a chair on skis – manoeuvred by a Big White ski guide.

Big White Guest Services Manager Milli Cann told the Castanet news website that Walker and her son had a great deal of fun during the centenarian's ski tour.

The Sno-Limo rides up the chairlift, attached in a customized way. The special sled is often used by those who are not confident skiers, or have limited mobility.

Ms. Walker, a fan of roller-coasters since childhood, has done the Sno-Limo tour at Big White before – three years ago, when she was just 97.

[www.castanet.net/news/Kelowna/52089/Woman-celebrates-100-years-on-slopes](http://www.castanet.net/news/Kelowna/52089/Woman-celebrates-100-years-on-slopes)



*Mel Walker enjoys Big White's "Sno-Limo".*

### GREENE-RAINE NAMED CANADA'S AMBASSADOR TO THE OLYMPICS



*Nancy Greene-Raine*

Minister of Canadian Heritage James Moore announced in mid-January that Nancy Greene-Raine will be Canada's Olympic Ambassador for the 2010 Winter Olympics.

Greene-Raine is Director of Skiing at Sun Peaks Resort, just north of Kamloops, won gold and silver medals in skiing at the 1968 Winter Olympics, and also won the women's World Cup skiing championship in 1967 and 1968 – and her 14 World Cup event victories is still a Canadian record. In 1999 she was voted Canada's female athlete of the 20th century by editors and broadcasters. She is now a senator.

In a story in the Jan. 15 Province newspaper, Greene-Raine says her role as Olympic ambassador will be to represent the federal government and host guests and dignitaries. "The role I'm looking forward to the most is to connect with the athletes, and to pass on the message that all Canadians are supporting them," she says.

She will be based mostly at Whistler during the Games, but will also spend time in Vancouver.

[www.theprovince.com/sports/2010wintergames/Nancy+Greene+Raine+Canada+Olympic+Ambassador/2447883/story.html](http://www.theprovince.com/sports/2010wintergames/Nancy+Greene+Raine+Canada+Olympic+Ambassador/2447883/story.html)

## HELLO-BC'S COMMUNITY CONTENT PROJECT COMPLETE

A nearly two-year project by HelloBC – Tourism BC's marketing website – to greatly increase its content about communities around the province was completed in late-January.

Project manager Mikala Taylor, HelloBC's Editor-in-Chief, says members of her team of professional travel writers, community co-ordinators, editors and production staff travelled to every corner of B.C., meeting with community leaders, local tourism operators, tourism

organizations and photographers to gather information for the promotional tourism website.

She says Hellobc.com now has more than 1,800 pages of new community content.

"Visitors can now learn about dams in Hudson's Hope, mining in Trail, paragliding in Pemberton, hot springs in Kitimat, artists and art galleries on Gabriola, fossils from Qualicum Beach, and all the different types of snow in the Okanagans and Rockies ... and about a zillion other things," Taylor says.

She adds there are a minimum of 10 new content pages for each of the 139 communities listed on the HelloBC website, with content on pages including Homepage, Things To Do, Accommodations, Culture & History, Dining, Geography, and Transportation.

[www.hellobc.com/en-CA/default.htm](http://www.hellobc.com/en-CA/default.htm)



## 'AUTHENTIC ABORIGINAL' LABEL LAUNCHED

The Aboriginal Tourism Association of BC (AtBC) is making it easier for visitors to identify authentic, accurate and respectful representations of First Nations culture by launching a new "Authentic Aboriginal" cultural authenticity program.

The Association announced Jan. 18 that businesses which live up to a high set of standards and incorporate accurate representations of Aboriginal cultures, as well as other tourism and hospitality features, will be recognized with a seal that CEO Keith Henry calls the "pinnacle of excellence for an Aboriginal tourism operator."

Henry says, "We want to avoid the equivalent of the 'made-in-China' totem pole. By recognizing our most culturally respectful and authentic Aboriginal business operators, we're helping visitors easily identify which operators have well-developed, culturally appropriate programming."

Certified culturally authentic operators can display the authenticity logo in their marketing. The logo is an eagle feather and human eye motif accompanied by the words "Authentic Aboriginal".

By qualifying for the Cultural Authenticity program, a tourism business qualifies for enhanced marketing through AtBC, including preferential placement in promotional brochures and on the AtBC website.

In addition to evaluating the level of cultural experiences and interaction with Aboriginal people as the hosts of a tourism business, it also recognizes majority Aboriginal ownership and control to ensure the cultural experiences are factual and respectful of the Aboriginal culture, and satisfy cultural protocols. The program is free and all Aboriginal-owned tourism businesses can apply.

Five tourism operators have already qualified for the Cultural Authenticity program – including NK'MIP Desert Cultural Centre, in Osoyoos.

AtBC has 60 stakeholders, including gallery curators, outdoor interpretive experiences, wineries, and cultural interpretive experiences.

[www.aboriginalbc.com/Corporate/News/Current\\_News/Authentic\\_Aboriginal](http://www.aboriginalbc.com/Corporate/News/Current_News/Authentic_Aboriginal)



### SUSTAINABLE B.C. TOURISM NETWORK INVITES MEMBERS

ETHOS – a year-old non-profit network and partnership among government, industry and non-governmental organizations promoting sustainable practices by the tourism industry – has launched a new website, travel calculator, a number of new programs, and more than a dozen new partnerships.

The group's name stands for Engaging Tourism & Hospitality Operators in Sustainability. It wants to position B.C. as one of the most sustainable tourism destinations in the world.

A major goal of ETHOS is to provide tourism businesses with the tools they need to incorporate sustainable practices that are measurable and practical. The organization focuses its efforts on the 18,000 small and medium-sized tourism businesses in the province, using a collaborative, educational approach.

ETHOS founding members include Tourism BC, the Ministry of Tourism, the BC Hotel Association, the BC Council of Tourism Associations, and Tourism Vancouver.

There is no cost to join the ETHOS network, and it invites individuals, students and all tourism and hospitality businesses in B.C. to join.

[www.ethosbc.com](http://www.ethosbc.com)

### TOURISM SPENDING TURNS THE CORNER

On Jan. 11, Statistics Canada issues a National Tourism Indicators report showing that tourism spending in Canada increased 0.3 per cent in real terms in the third quarter, with expenditures by Canadians advancing while expenditures by international visitors fell.

StatsCan says this was the first increase in tourism spending in five quarters, ending the longest downturn since the early 1990s.

Spending by Canadians on tourism in Canada increased 0.9 per cent in the third quarter, following four quarters of decline. This spending was higher across all major tourism categories. Spending on accommodation was up 1.6 per cent in the third quarter, following a 2.8-per-cent decline in the previous quarter. Expenditures on air travel also rebounded, as travel abroad increased compared with the previous quarter. Spending was lower for travel services and other transportation, including by taxi and water.

Spending by international visitors fell 2.4 per cent in the third quarter, the seventh consecutive quarterly decrease. This brought international tourism spending in Canada to a level 15.4 per cent below where it stood in the fourth quarter of 2007.

Spending by international visitors was down across the board, with weakness notably in recreation and entertainment, vehicle fuel and repairs and parts, and accommodation. The number of overnight travellers to Canada from the U.S. and other countries was down 1.7 per cent during the third quarter, while the number of same-day travellers fell 8.6 per cent.

[www.statcan.gc.ca/daily-quotidien/100111/dq100111b-eng.htm](http://www.statcan.gc.ca/daily-quotidien/100111/dq100111b-eng.htm)

### B.C. OLYMPIC LICENCE PLATES FOR SALE

The Insurance Corporation of BC announced Jan. 19 that, with less than a month until the 2010 Winter Olympics, more than 175,000 British Columbians had shown their support for the Olympic and Paralympic Games by buying special edition 2010 Winter Games licence plates. About 27,000 of the plates have been sold in the Southern Interior.

ICBC Vice-President Jeff Schulz says all profits from the licence plates support the Olympic Games and Canadian athletes.

He says ICBC customers who still want to display their support can buy the plates from any Autoplan broker for the remainder of this year. The 2010 Winter Games licence plates are official provincial licence plates and are available for an initial fee of \$35, with an annual renewal fee of \$25 until 2012. They can continue to be displayed on the vehicle even when the 2010 Winter Games are over.

Anyone who buys a 2010 Winter Games licence plate until February 7 will be entered into four weekly draws to win four event tickets to the 2010 Paralympic Winter Games. Earlier in the sales promotion, ICBC rewarded plate purchasers with draws to win 2010 Winter Olympic tickets.

The licence plate campaign was launched in 2007. The plates depict a mountain scene of Mt. Garibaldi, just north of Squamish. More information is available at: [www.behindthedrive.com/icbc](http://www.behindthedrive.com/icbc).

[www.newswire.ca/en/releases/archive/January2010/19/c2079.html](http://www.newswire.ca/en/releases/archive/January2010/19/c2079.html)



### TIAC SAYS HST WILL HURT TOURISM INDUSTRY

The Tourism Industry Association of Canada (TIAC) has urged Parliament to change the Harmonized Sales Tax (HST), saying as it is now, the tax will severely harm the industry.

TIAC Vice-President Chris Jones told the House of Commons Standing Committee on Industry in December

### CTC LAUNCHES NEW CONSUMER WEBSITES

The Canadian Tourism Commission (CTC) announced Jan. 28 it has launched a completely revamped set of international consumer website for Canada, with a new design that puts more emphasis on photos and videos. The CTC's says its nine consumer websites bring to life and embody Canada's tourism brand: "Canada. Keep exploring."

The sites are aimed at the key global markets of the U.S., U.K., Australia, France, Mexico, Germany, Japan, South Korea and China.

The CTC says the new consumer websites will promote tourism to this country in an experiential way, using eye-catching, compelling imagery that promote its five "unique selling points" for Canada: vibrant cities on the edge of nature; personal journeys by land, water and air; active adventure among awe-inspiring natural wonders; award-winning Canadian local cuisine; and connecting with Canadians.

The websites' content is designed to complement CTC's social media strategy, which includes blogs, Twitter and YouTube.

[http://mediacentre.canada.travel/content/ctc\\_news/consumer-websites-makeover](http://mediacentre.canada.travel/content/ctc_news/consumer-websites-makeover)

that the HST will present the B.C. and Ontario tourism industries with major increases in the price of their tourism products and services – seven per cent in B.C. and eight per cent in Ontario.

He said the tax increase on goods and services such as campsite fees, boat tours, air charters and restaurant meals will result in higher prices for the consumer, since many of these items have until now been exempt from provincial sales tax (PST).

TIAC urged the federal and provincial governments to consider mitigation strategies to alleviate the HST's impact. It said while some strategies, such as input tax credits, do exist in the planned HST, they won't sufficiently counter the additional tax, because tourism is labour-intensive and labour costs aren't counted for the tax credit.

Jones cited the example of Vancouver Island's Oak Bay Marine Group, with more than 1,000 employees. That company estimates the HST will add a net cost of \$1.5 million to the cost of its products and services and cause the loss of 40-50 jobs.

TIAC urged the federal government to ensure the full HST amount is eligible for rebate under the Foreign Convention and Tour Incentive Program (FCTIP), reinstate GST and HST rebates for foreign visitors, and reaffirm that tourism should be exempted from national value-added taxes like the GST and HST.

[www.tiac.travel/english/documents/advocacy/2009/hst\\_submission.pdf](http://www.tiac.travel/english/documents/advocacy/2009/hst_submission.pdf)

### TIAC WELCOMES NEW FEDERAL TOURISM MINISTER



**Rob Moore**

The Tourism Industry Association of Canada (TIAC) issues a news release Jan. 19 welcoming New Brunswick Conservative MP Rob Moore as the federal government's new Minister of State for Small Business & Tourism. He replaces former minister Diane Ablonczy.

TIAC Interim President Wayne St. John says the organization looks forward to working closely with Moore on tourism industry issues. St. John adds, "We sincerely hope Mr. Moore continues this government's critical work on the Federal Tourism Strategy, on ensuring Canada gets a tourism bump from the forthcoming Winter Olympic & Paralympic Games, and on implementing the Approved Destination Status Agreement with China."

St. John said TIAC supports the concept of a Federal Tourism Strategy, renewed investment in the industry, and elimination of some of the barriers that hinder Canada's competitiveness as a destination.

Moore was first elected to Parliament in 2004 and re-elected in 2006 and 2008. In 2006 he was appointed Parliamentary Secretary to the Minister of Justice & Attorney General. He has a BA degree in business administration and a Law degree from the University of New Brunswick. He began practising law in 2000.

[www.tiac-aitc.ca/english/pressrelease\\_archive/2010\\_jan\\_19.html](http://www.tiac-aitc.ca/english/pressrelease_archive/2010_jan_19.html)

### ITB BERLIN

➤ MARCH 10-14, 2010 – BERLIN  
[www1.messe-berlin.de/vip8\\_1/website/Internet/Internet/www.itb-berlin/englisch/index.html](http://www1.messe-berlin.de/vip8_1/website/Internet/Internet/www.itb-berlin/englisch/index.html)

### BC'S FIRST CONFERENCE ON RURAL TOURISM

➤ APRIL 6-8, 2010 – TALKING ROCK RESORT, CHASE B.C.  
[http://linkbc.ca/userfiles/file/ProjectOps/Conference\\_Call\\_for\\_Presentations\\_Final.pdf](http://linkbc.ca/userfiles/file/ProjectOps/Conference_Call_for_Presentations_Final.pdf)

### CANADA MEDIA MARKETPLACE

➤ APRIL 12-14, 2010 – SAN FRANCISCO [www.canadamediaprovider.org/ctc](http://www.canadamediaprovider.org/ctc)

### 2010 BC TOURISM INDUSTRY CONFERENCE

➤ APRIL 18-20, 2010 – VANCOUVER [www.bctourismindustryconference.ca](http://www.bctourismindustryconference.ca)

### RENDEZ-VOUS CANADA (Tourism Marketplace)

➤ MAY 8-12, 2010 – WINNIPEG [www.rendezvouscanada.travel/english/intro\\_e.htm](http://www.rendezvouscanada.travel/english/intro_e.htm)

### WORLD CULINARY TRAVEL EXPO

➤ MAY 28-30, 2010 – VANCOUVER [www.worldculinary.net](http://www.worldculinary.net)

### PLANNING INSTITUTE OF BC 2010 ANNUAL CONFERENCE

➤ JUNE 1-4, 2010 – SUN PEAKS RESORT [www.pibc.bc.ca/pages/index.html](http://www.pibc.bc.ca/pages/index.html)

### TOURISM WEEK IN CANADA, NATIONAL CELEBRATION

➤ JUNE 7-11, 2010 – ACROSS CANADA [www.tiac-aitc.ca/english/calendar.asp](http://www.tiac-aitc.ca/english/calendar.asp)

### GO-MEDIA CANADA MARKETPLACE 2010 (CTC'S PREMIER MEDIA EVENT)

➤ AUGUST 22-26, 2010 – TORONTO, ONTARIO [www.media.gomediacanada.com/english](http://www.media.gomediacanada.com/english)

### 2010 CULINARY TOURISM THOUGHT LEADERSHIP WORLD SUMMIT

➤ SEPTEMBER 18-23, 2010 – HALIFAX, N.S. [www.culinarytourism.org/?page=WorldSummit](http://www.culinarytourism.org/?page=WorldSummit)

### SECOND ANNUAL THOMPSON OKANAGAN TOURISM INDUSTRY SUMMIT

➤ NOVEMBER 3-5, 2010 – (LOCATION TO BE ANNOUNCED)  
[www.totabc.org/tourismsummit](http://www.totabc.org/tourismsummit)

### FOR A LIST OF LOCAL TOURISM EVENTS IN THE REGION, SEE:

[www.totabc.org/UserFiles/File/pdf\\_files/TFestivalsEvents10-11.pdf](http://www.totabc.org/UserFiles/File/pdf_files/TFestivalsEvents10-11.pdf)



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