



~For Immediate Release~

August 11, 2010

2010 Accommodation Revenue Rebounds in Kamloops

Kamloops, BC: Tourism Kamloops is reporting an increase in overall accommodation revenues for the first 5 months of 2010.

Latest revenue reports for May overnight stays in Kamloops combined with January through April numbers show an overall 14.5% increase over the same period in 2009. Tourism Kamloops attributes this increase in part to an economic recovery, sport tourism, the strength of our golf and other tourism products and tactical marketing to the lower mainland and the Interior region.

“Kamloops is well positioned to provide a ‘staycation’ destination for the province of B.C.” says Lee Morris, CEO. “The combination of golf vacations, family leisure getaways and tournaments are helping Kamloops to rebound from the downturn the tourism industry worldwide experienced in 2009.”

Major advertising campaigns for 2010 include the Mark Madryga Global TV Double Dog Dare commercials and promotions, Metro Vancouver Consumer Shows participation and e-blasts to a database of over 38,000 addresses. The Tourism Kamloops website has undergone substantial enhancements and is now supplemented by a new i-Phone app and mobile website.

For More Information:

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