



~For Immediate Release~

October 4, 2010

Kamloops' July Accommodation Revenue up 14.5% over 2009

Kamloops, BC: Tourism Kamloops is reporting an increase in overall accommodation revenues for the first seven months of 2010 including new July figures.

Latest revenue reports for July overnight stays in Kamloops show a 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 Kamloops' golf and other tourism products and tactical marketing to the lower mainland region.

"These numbers are very encouraging as we have been seeing substantial increases in the visits to our website and in the distribution of our print collateral." says Lee Morris, CEO. "The ultimate goal of our marketing efforts is to see this increase in overnight stay conversion."

Tourism Kamloops website can be found at www.tourismkamloops.com, mobile website at m.tourismkamloops.com and the I-Phone App can be downloaded for free from the Apple store. Print collateral can be accessed through the Kamloops Visitor Centre.

For More Information:

Ms. Lee Morris CEO

Tourism Kamloops

P: 250.319.4247

E: lee@tourismkamloops.com