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Tourism Kamloops Launches I-Phone App and Mobile Website

Kamloops, BC: Just in time to take advantage of the new 4G I-Phone, Tourism Kamloops has launched an I-Phone App and mobile website to service a rapidly growing market niche.

Potential and arriving visitors to Kamloops will now have another way to research their trip and enhance their experience upon arrival using the new Tourism Kamloops I-Phone App and mobile website. “We’re excited to be launching our I-Phone App and mobile website.” said Tourism Kamloops’ CEO Ms. Lee Morris. “Tourism Kamloops is one of only a few destination marketing organizations in the province to have a comprehensive I-Phone App to support marketing efforts.”

Designed to provide easy and fast access to tourism-related information, the I-Phone app and mobile website connect users to a comprehensive list of accommodations, attractions, restaurants, golf courses, events, transportation, nightlife and live music venues, spas, shopping, sports and recreation, arts, culture and heritage. Each listing has the capability to connect the user directly to the supplier by telephone, email or to their website. If the mobile device being used is GPS equipped, the app will bring up the closest supplier by category, provide distances and with the augmented reality (AR) feature, use the mobile device’s camera and GPS to show in which direction the supplier is located as the user sweeps the area.

The I-Phone app is fed information from the Tourism Kamloops website so daily updates to events and other listings are automatically updated to the app every night. A slideshow on the app provides high quality images to showcase the area and each listing has the ability to display a logo and an image. Accommodations have up to 8 images that can be used to showcase their properties.

Designed to connect the user to the information they seek at between 5 – 7 seconds, the app listings contain a short description and complete contact information as provided to Tourism Kamloops by suppliers. The GPS system allows for visitors to map out routes to suppliers locations with estimated arrival times. The I-Phone App is available as a free download from the online Apple Store.

The I-Phone App is designed to be wrapped and used by most mobile devices including Blackberry and Smart Phones on a mobile site. If someone visits the Tourism Kamloops website on a mobile device, they will automatically be redirected to the new m.tourismkamloops.com mobile site. The app and mobile site are designed to provide a complete listing of suppliers that are easy to read and navigate. If mobile users still wish to visit the full website, they have a link back from the mobile site that allows them to enter www.tourismkamloops.com.

The I-Phone App also features Tourism Kamloops' Twitter feeds, the ability to share the user's vacation images automatically with friends, add suppliers to a favourites list and use a search function for even faster navigation on the site.

The Tourism Kamloops primary website has seen some significant improvements and enhancements recently and now features two high resolution webcams, multiple video presentations, custom downloadable Kamloops Google maps, web-based e-marketing software, flash presentations, maximum width viewing, news and weather. The events listing by category allows for locals to upload their events and once approved by Tourism Kamloops staff and depending on the nature of the event, it will appear on the City of Kamloops, Venture Kamloops and Chamber of Commerce websites as well.

For More Information:

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