



For Immediate Release

Oct 19 2011

WILLIAMS LAKE, BRITISH COLUMBIA –The Cariboo Chilcotin Coast Tourism Association is forwarding this Canadian Tourism Commission news release from Oct 18 2011 to you because 5 tourism operations from the Cariboo Chilcotin Coast region have qualified and been accepted into this important international marketing initiative.

- The Bear Whisperer - Grizzlies and Salmon - The Cycle of Life – Ecotours – BC
<http://www.ecotours-bc.com/content/view/13/52/>
- In Search of the Spirit Bear with the Kitasoo/Xai'xais First Nation – Spirit Bear Lodge
<http://www.spiritbear.com/site/tours.html>
- Bella Coola's Famous Grizzlies – Tweedsmuir Park Lodge
<http://www.tweedsmuirparklodge.com/adventures/grizzly-bear-safaris>
- Siwash Synergy with Horses™ – Siwash Lake Ranch
http://www.siwashlakeranch.com/site/rates_-_packages/signature.html
- East Meets West at Echo Valley Ranch – Echo Valley Ranch and Spa
<http://www.evranch.com/>

The CTC release...

High-quality tourism experiences will keep Canada competitive as a top destination for international visitors

Tweet: New members of Signature Experiences Collection to boost international visitors to #Canada <http://ht.ly/6XOOP> #secced #tourism

Vancouver, BC, October 18, 2011— From cultural icons in sophisticated urban centres to awe-inspiring expeditions in the high Arctic, more exotic tourism experiences are ready to be marketed to the world as part of Canada's strategy to differentiate itself as a destination of choice for international travellers.

The [Canadian Tourism Commission](#) (CTC) is pleased to confirm that 67 more tourism experiences have qualified for the [Signature Experiences Collection](#)[®] (SEC)—an innovative marketing program with the goal of inspiring more high-spending international travellers to book their next vacation in Canada. This brings the total to 115 members this year with [another opportunity to apply](#) just around the corner.

The SEC, [first launched in July](#), showcases high-quality Canadian tourism enterprises from coast to coast to coast that deliver the authentic experiences CTC research says its international customers look for when they choose a vacation. As ambassadors of [Canada's tourism brand](#), "*Canada. Keep Exploring*", these memorable experiences have met [rigorous criteria](#) to ensure they will stand out in a crowded and competitive marketplace.

Members of the SEC will become the priority pool of high-quality tourism experiences from which the CTC chooses content for its marketing campaigns in the [11 countries](#) where it invests.

Says Minister of State [Maxime Bernier](#) (Small Business and Tourism), "Canadian tourism businesses create jobs in every region of the country and drive our economy forward. The Signature Experiences Collection[®] will continue to play a key role in helping our tourism businesses attract new visitors, seize new opportunities, and become more competitive by promoting unique Canadian tourism experiences to the world."

International travellers will be able to find the exceptional adventures they seek, book them and enjoy them in a way they will remember for the rest of their lives. At the same time, it will be easier for buyers to acquire and sell these tourism experiences to the trade, which will be encouraged to include them in their promotional materials and itineraries.

Says [Michele McKenzie](#), CTC President & CEO, "The power of the program is that it will inspire Canadians to create, develop, and enhance tourism products to become truly experiential and competitive—connecting international travellers to Canada in unique ways. The [criteria](#) have been set so that we find new Signature Experience members that match what international customers want to buy now. We encourage tourism businesses across the country to take advantage of the many [tools](#) we offer to help them meet the program's criteria."

The Signature Experiences Collection[®] is a highlight of the Government of Canada's [Federal Tourism Strategy](#) (FTS).

The Cariboo Chilcotin Coast Tourism Association is a Regional Destination Marketing Organization that works in conjunction with the Ministry of Jobs Tourism & Innovation, Canadian Tourism Commission and industry partners in the Cariboo, Chilcotin Coast region to help foster the growth of the tourism and related economic development. For more information on the Cariboo Chilcotin Coast region visit www.landwithoutlimits.com

Contact:

Geoff Moore

Travel Media Relations

Cariboo Chilcotin Coast Tourism Association

#204 350 Barnard Street

Williams Lake BC

V2G 4T9

Toll Free 1-800-663-5885

Office 250 392 2226 ext.206

Fax 250 392 2838

geoff@landwithoutlimits.com