

TOURISM VICTORIA

Marketing our favourite destination

FOR IMMEDIATE RELEASE

TOURISM VICTORIA LAUNCHES NEW MOBILE APP

Victoria, B.C., September 8, 2010 – Visitors and locals alike have a new way to get the latest information about all there is to do in Victoria, British Columbia. The launch of Tourism Victoria's travel guide-like mobile app is a major initiative for the organization. The app, available for iPhone, BlackBerry, Android, and mobile web users, is a new all-inclusive feature for Greater Victoria.

Rob Gialloreto, President & CEO of Tourism Victoria states: "Tourism Victoria is delighted to launch this free mobile app to help visitors explore our remarkable destination. It combines traditional destination information with a digital focus to capitalize on what we're seeing as a more mobile-focused visitor base. With a great mapping tool and instant access to our digital initiatives, we're confident this app will do nothing but showcase Greater Victoria to potential visitors."

One of only a handful of destination marketing organizations in British Columbia to have a mobile app, Tourism Victoria has really focused on being digitally present in an ever-increasing online-based market. Similar destination specific apps attain between 400 and 1000 downloads per month and Tourism Victoria is poised to achieve similar results. Part of the organizations digital strategy efforts, the mobile app launch now joins Tourism Victoria's mobile website (<http://m.tourismvictoria.com/>), various social media efforts including [twitter](#) and [facebook](#), and developing blogs [green Victoria](#) and [going local](#).

Designed for quick access information, Tourism Victoria's mobile app connects users to a comprehensive list of member suppliers and events. Specific features on the app include: activity ideas, interactive and GPS enabled maps, a calendar of events, and a direct Twitter link. In addition, all of Tourism Victoria's member suppliers are showcased on the app. Attractions, accommodations, transportation, outdoor activities, dining, shopping, theatre, arts and entertainment, tours, and various visitor services listing are all capable of direct connection from the app to the member by phone, email, or website.

Tourism Victoria's mobile app is available free of charge for iPhone, mobile web, BlackBerry, and Android users all over the globe and can be downloaded using the iTunes App Store.

About Tourism Victoria

Tourism Victoria is the official not-for-profit tourism industry association marketing Victoria as a world-class destination. In partnership with business members, local municipalities, surrounding communities of Vancouver Island, British Columbia and Canada, Tourism Victoria works to showcase the destination. Tourism Victoria's mandate is to increase the economic impact of tourism for Greater Victoria by marketing the destination and servicing visitor needs. For more information about Tourism Victoria, visit www.tourismvictoria.com.

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FOR FURTHER INFORMATION PLEASE CONTACT:

Amber Bonner

Executive Assistant

Tourism Victoria

250-414-6976 Direct

250-661-4649 Cell

amber.bonner@tourismvictoria.com