



Media Release

THE CORPORATION OF THE CITY OF VERNON
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FOR IMMEDIATE RELEASE

DATE: February 16, 2016

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Tourism Vernon introduces new website

The City of Vernon has launched the new Tourism Vernon website. The \$30,000-tourism site was developed by eSolutions Group to showcase Vernon as a four-season destination to attract more visitors year round.

“Vernon has grown as a destination, so our tourism products and services have developed to attract both Canadian and international visitors,” said Ange Chew, Tourism Manager for City of Vernon and Tourism Vernon.

The Tourism Vernon site was developed with a focus on improved visual storytelling about Vernon and the beautiful surrounding area; the area’s tourism products and services; new content to drive shoulder-season visitation; ease of navigation and functionality; accessibility; and responsive design for mobile, table and desktop formats.

Tourism industry partners praised the new website.

“I really like how Tourism Vernon’s new site appeals to so many different kinds of thinkers with the different ways of finding the same information, said Leach Campbell, social media and marketing manager for Davison Orchards. “We can’t wait to see how this helps Vernon reach more potential travelers.”

Walt Judas, CEO of Tourism Industry Association of British Columbia also commented on Tourism Vernon’s new home on the Internet.

“The new site looks terrific,” said Judas. “Love the layout, content and easy navigation.”

Please visit the new site at www.tourismvernon.com.