



FOR IMMEDIATE RELEASE
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PENTICTON TO HOST GOMEDIA CANADA MARKETPLACE IN 2015

PENTICTON, BC: Penticton & Wine Country will be buzzing with the top international and domestic journalists next year, as the city was announced as the host of the 2015 Go Media Canada Marketplace.

GoMedia is the Canadian Tourism Commission's (CTC) biggest annual consumer media show hosting industry partners from across the country and over 120 media from Canada, the United States and the CTC's 10 international markets.

Attendees will spend September 27 to October 1, 2015 in Penticton, at the Penticton Trade and Convention Centre. Along with face-to-face meetings and non-stop networking opportunities, delegates will also explore the region, province and country through media tours.

"We are absolutely thrilled to have Penticton & Wine Country chosen as the host of Go Media in 2015," said Diana Stirling, Vice-Chair of Tourism Penticton Society. "We know that Penticton's world class beaches, amazing conference facilities and our position in the heart of Canada's Wine Country deserve the world stage. This event will not only place us there, but provide us the opportunity to show the world that we belong there!"

The GoMedia event leads to extensive exposure and media coverage around the world. Past shows have generated up to an estimated \$34.5 million in advertising value equivalency (AVE) across all markets in the year following GoMedia.

"This is the result of a tremendous amount of preparation from the team at TOTA, Tourism Penticton and the Penticton Trade & Convention Centre," said Stirling. "TOTA recognized the great opportunity for our region and planted the seed at Rendez-vous Canada four years ago. Being chosen as the host of large conferences such as Go Media Canada Marketplace takes years of planning."

The legacy extends beyond that as coverage continues for years following the event. The host community and province receive the highest profile based on the show, regional tours, and pre/post media tours.

"Penticton is so pleased to welcome tourism industry leaders to our vibrant waterfront community," said Garry Litke, Mayor of Penticton. "We are certain they will quickly become enamoured with the Wine Country experience our destination offers, and this will become the first of many trips for delegates to the Okanagan region."

Penticton & Wine Country was chosen for their stellar reputation for wine, recreation and outdoor adventure, all excellent ways of helping to stimulate Canadian story ideas in journalists' imaginations.

"Each GoMedia location offers journalists and bloggers a different perspective of Canada and its experiences, helping them enrich their stories and inspire both their editors and then their readers," says Ernst Flach, CTC executive director, Global Communications. "Tourism Penticton will make wonderful hosts for this gathering of international media minds, providing a taste of Canadian outdoor adventure as well as showcasing BC's wines."

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