



Tourism Canmore Kananaskis

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FOR IMMEDIATE RELEASE:

Free Marketing Listing for Local Businesses through Tourism Canmore Kananaskis

Tourism Canmore Kananaskis offers one-year free marketing service for Canmore and Kananaskis based businesses as a way to give back to the industry hardest hit by the COVID-19 pandemic.

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Tourism Canmore Kananaskis is acknowledging the hardship many tourism businesses are continuing to encounter due to the ongoing Covid-19 pandemic. The latest [Travel Alberta Industry survey](#) discovered that 29% of tourism businesses are at risk of closure. The biggest risk identified by 48% of respondents is that they are unable to pay for marketing and advertising.

Tourism Canmore Kananaskis' key principals are:

1. Grow the Organization
2. Sustainable Funding
3. Transparency

Knowing that almost half of tourism businesses are unable to pay for marketing and with the organization's first goal in mind, Tourism Canmore Kananaskis will offer tourism businesses based in the Canmore and Kananaskis free basic marketing services for 2021.

“Tourism Canmore Kananaskis works hard to ensure the businesses in our region continue to prosper year-round – safely and sustainably.” Says Rachel Ludwig, Interim CEO of Tourism Canmore Kananaskis. When one of us prospers, we all prosper. It’s no secret that tourism has become a vital economic driver in Canmore and Kananaskis. The industry supports over 7,000 jobs, and attracts an average of 11,000 daily visitors who contribute over \$500 million to our economy annually. As a partner, the investment in Tourism Canmore Kananaskis contributes to a higher marketing spend for our destination, building a stronger economy for everyone. Businesses can register online through explorecanmore.ca/industry.

Tourism Canmore Kananaskis continues to be an advocate for the community. In the early stages of the pandemic they spearheaded the [Hope for Hospitality](#) initiative that supports local tourism and hospitality front line workers by providing gift cards to those who need it most. This initiative is still ongoing and now they switch their focus to help tourism businesses in the region to survive and thrive past the COVID-19 pandemic.

Keith Robinson, Distiller & Co-Founder at Wild Life Distillery says:

"Becoming a member of Tourism Canmore Kananaskis has helped us connect with our target market while allowing us to focus on making good spirits. Collective marketing has a greater reach!"

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