



Tourism Packaging & Product Distribution Workshop in Langley

Langley, B.C., March 10, 2009 – Tourism B.C., in partnership with Tourism Langley will be delivering the Tourism Packaging & Product Distribution workshop in Langley on Thursday, April 9th, 2009.

The Tourism Packaging & Product Distribution workshop is a 6 hour course that has been designed to be delivered in two 3 hour stages. The Introductory session will teach interested participants the essentials of packaging including how to package with other suppliers, how to effectively price for different channels, and how to build strategic alliances. The workshop will also address the basic elements of marketing and sales including determining market demand, working with municipal, regional, provincial and federal tourism offices, exhibiting at trade shows and other relevant sales activities.

The Advanced session will build on the knowledge of the introductory workshop, teaching participants how to develop the necessary relationships to create distribution partners and how to create the agreement. During the workshop, participants will practice developing a package and working through the steps of distribution.

“This workshop is ideal for everyone, whether you are already working together with other product suppliers, or if you are looking for tips and ideas on how to become a marketable tourism product,” comments Deborah Kulchiski, Executive Director for Tourism Langley.

The Tourism Packaging & Product Distribution is part of the Tourism Business Essentials series offered by Tourism British Columbia. The series provides tourism operators with valuable information on key aspects of running a successful tourism business through seminars, presentations and a number of how-to-guides.

Facilitator Eva Gutsche has over 25 years of experience in the hospitality industry, primarily in the areas of sales, reservations and revenue management. She provides training and consulting services to hotels chains, independent hotels, tourism organizations and other tourism related operators.

Cost for the workshop is \$25.00 per person, including lunch, and a copy of the Tourism Business Essentials Guide *Tourism Packaging & Product Distribution*. Space is limited, and interested participants should call Tourism Langley at 604.888.1477 for reservations.

-30-

Media Contact:
Deborah Kulchiski
Tourism Langley
604.888.1477