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ANDERSON TOURS and Charters
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ANDERSON TOURS PROMOTES ALBERTA TOURISM

Alberta (April 28, 2004)

Once again establishing themselves as a premiere marketing force, Anderson Tours has just successfully completed their second VIP Travel Agent Familiarization (FAM) tour. With a bus full of bank travel delegates and tour operators from all over western Canada and the United States, these people learned what Alberta has to offer their clients – and it’s a lot. A circle was completed from Calgary through Red Deer, Edmonton, Jasper, the Icefields Parkway, Canmore, Banff and Kananaskis, and back to Calgary; and it was completed in 5 days. As many attractions and accommodation choices as possible were packed into the agenda. As any of you who appreciate travel in our beautiful Province would know – this meant the participants weren’t given much downtime as they explored the best Alberta has to offer themselves and their clients. Some of their comments:

“We don’t think you could have improved this FAM. It was awesome. Anderson’s tours should be commended for their awesome packages put together for tours – they are very well thought out.” Bryan & Roxanne Dyck, Travel Specialists, Saskatoon

“All of the Anderson Tour’s group were wonderful, you can tell they enjoy what they do and are genuine when they say they care about their customers!” Sarah Adams, AMA Travel, Red Deer

“Canada is a wonderful place. I will definitely be back and I’ll let Anderson Tours help me with arrangements!” Darlene Nothnagel, McCook National Bank, Nebraska

“Tour was excellent in all respects. I enjoyed the information provided on Anderson Tours.” Barbara Moore-Rax, First Century Bank, West Virginia

When you think of the power these tourism professionals have to recommend and influence the traveling decisions of their clients and groups, it is clear what a boost this kind of marketing can give the tourism industry in Alberta – which of course directly influences our economy. Anderson genuinely cares about Alberta and appreciates the atmosphere given here to do business – and they give back as much as they can by promoting “Traveling in Our Own Backyard”!

- 30-

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