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## **Local Business, Anderson Vacations, Awarded Tourism “Alto Award” in Marketing Partnership Excellence!**

Anderson Vacations, formerly known as Anderson Tours & Charters, has been awarded the Alto Award for Marketing Partnership Excellence for “The Perfect FIT”. This award is presented to organizations or individuals exhibiting exceptional achievements in tourism marketing through innovative and creative partnerships that encourage new ways for Alberta’s tourism industry to work together.

Anderson Vacations created “The Perfect FIT” Partnership by gathering together industry partners and agreeing to handle all administration, operation and consultation on the web packaging of Alberta vacations. The research studies showed FIT (fully independent travelers) are seeking “one-stop” vacation solutions. This growing travel market is looking for packages including airlines, hotels, activities, attractions and other transportation services and they want to search online.

“For the past four years Anderson Vacations and industry partners have worked diligently with Travel Alberta to ensure they have a solid marketing campaign, well targeted, that would produce results,” says Corey Marshall, Vice President, Anderson Vacations. “It is through this hard work that the partnership has increased their brand recognition and distribution to what it is today and spring boarded this start up program to one that sets itself apart in the Canadian travel industry.

“The point of difference of the program is the ability to dynamically package all areas of Alberta through an online reservations system and Alberta specialist call centre staff. This ability to tailor make each and every Alberta itinerary allows for complete customer manipulation based on their needs and wants and gives the customer a sense of choosing their own Alberta Adventure,” Marshall says.

Anderson Vacations partners with more than 78 industry suppliers, Destination Marketing Organizations and Travel Alberta to design this complete Alberta travel solution and marketing plan.

The 2005 Alto Awards were presented at a Gala event during the Travel Alberta Industry Conference in Calgary on November 14.

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