

Ride in Comfort & Style on Anderson's SUPERCOACH

Known and respected in the industry for their innovative marketing tactics, Anderson Vacations has launched their next big marketing vehicle.... Literally!

It's called the SUPERCOACH!

In a unique partnership with their preferred motor coach supplier, Golden Arrow Transportation in Edmonton, Anderson Vacations has wrapped a 2008 H3-45 Prevost highway motor coach with a decal showcasing Alberta's majestic scenery and classic landscapes. This 45-foot deluxe motor coach, which normally fits 56 individual reclining seats, has a modified interior – fitted with only 42 all-leather seats giving extra leg room and added comfort for all guests. At the rear of this coach, a galley has also been installed allowing for food and drinks to be served from a proper preparation area on board.

The SUPERCOACH also features state-of-the-art technology, including satellite TV, radio, and Wi-Fi internet on board, that allow passengers to stay in touch and up to date with the world at large.

Passengers on board Anderson's 2009 and 2010 Alaska & the Yukon programs will be some of the first to experience this awesome touring coach. 2009 tours depart Calgary, AB on June 2, June 16, July 14, August 4 and 25th. 2010 tour departures are June 1, June 15, July 13, August 3 and 24th.

Anderson offers 3 options to experience Alaska & the Yukon; their Full Circle tour is round trip Calgary – Calgary (21 days); the Explorer tour begins and ends in Whitehorse (12-days); and their Land & Sea option departs Calgary on a 13-day land tour before passengers embark on a 7-day Inside Passage cruise from Anchorage to Vancouver.

"The SUPERCOACH displays Anderson's brand message particularly well," says Corey Marshall, President/CEO of Anderson Vacations. "There is no mistaking the destinations we sell, and the guest experience we provide when you see or ride on this coach!"

In the offseason, the SUPERCOACH will be used for other Anderson tour programs throughout North America. Anderson Vacations plans to wrap further coaches in 2010 and beyond incorporating further Canadian imagery.

"The idea is to get people excited and thinking about traveling in their own backyard," states Marshall. "Our strategic partnership with Golden Arrow has given us the opportunity to showcase the best that Alberta has to offer travelers."

For more information on Anderson Vacations and their SUPERCOACH, please visit www.canadatravel.com