

FOR IMMEDIATE RELEASE

Tourism Regina Launches New Promotional Video for Regina

(Regina, SK) June 3, 2014 - Tourism Regina launched a new, dynamic promotional video today that showcases the energy, all-season attractions and the unique attributes of the Regina region. This video will be available online at tourismregina.com and will be used by Regina Regional Opportunities Commission (RROC), Tourism Regina, Regina Hotel Association (RHA), Events Regina, Conventions Regina and other stakeholders, to build excitement about visiting Regina and experiencing all we have to offer.

The video was created to, “communicate that Regina is a fast-paced, exciting city and very much a part of the ‘New Saskatchewan’ and that we are ready and willing to welcome you” said John Lee, President and CEO of Tourism Regina. “It also illustrates that we are equipped to host events and conferences in first class facilities. We are leveraging our competitive edge against other municipalities and potential hosts of events and conferences.” Lee added.

Shot in the style of a music video, the video features the local band, Fly Points, performing their upbeat original song, “Always Do” live at McNally’s Tavern. High energy clips featuring attractions, unique experiences and major events are interspersed throughout the video, increasing the emotional excitement of the viewer. The video culminates with the tag line: Regina welcomes you. We always do.

Tourism Regina would like to thank the RHA for sponsoring a number of our marketing programs in 2014, including the production of this new video.

The launch of the video is also paired with the launch of the “Regina Welcomes You” contest. People are encouraged to visit tourismregina.com/regina-welcomes-you, watch the new video, and then enter online to win a getaway weekend package for two in Regina. The contest runs until June 22, 2014 and will be promoted throughout Alberta and Saskatchewan.

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ABOUT RROC & TOURISM REGINA

Regina Regional Opportunities Commission (RROC) is the agency responsible for advancing economic development and tourism in the Regina region.

The Economic Development division creates and implements economic strategies to grow and sustain prosperity in the Regina region. This is accomplished through promotion of the region for business and career development, and by developing and executing strategies to retain, expand, attract and help start up new businesses.

The Tourism division, Tourism Regina, is the official destination marketing organization representing Regina and region. In collaboration with the Regina region's tourism sector and industry partners, Tourism Regina works to promote Regina as a destination of choice through our special events, attractions and unique experiences.

Together, these divisions help to ensure that the Regina region prospers as a vibrant and diversified economy for businesses and investors, a strong destination experience for visitors, and a place of choice with a high quality of life and career opportunities for residents.

For more information visit:
reginaroc.com
tourismregina.com

ABOUT RHA

The Regina Hotel Association (RHA) is a non-profit, member-based organization that supports the business interests of Regina's destination hotels through creative and result-based marketing. Committed to quality marketing standards, the RHA champions the collaborative promotions of Regina as a visitor destination. Through our Destination Marketing Program, the RHA supports over 50 event organizers and tourism entities every year including Tourism Regina, Events Regina, Conventions Regina, the RCMP Heritage Centre, and the 2014 Canadian Canoe /Kayak Championships.

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