

## ***New Regional Tourism Website Unveiled***

### **PRESS CONFERENCE**

**Thursday, May 7, 2009 at 11am sharp!**

**Innovation Centre - 1294 Balmoral Street**

**2<sup>nd</sup> floor Board Room**

North of Superior Tourism (NOSTA) is pleased to announce the launching of it's new regional tourism website [www.northofsuperior.org](http://www.northofsuperior.org)

NOSTA will also be launching a literature distribution plan for it's two new visitor guides – *Ontario's North of Superior Vacation Guide & Map* (40,000 copies) and the *Lake Superior Circle Tour Adventure Guide* (90,000 copies).

The new NOSTA website was designed with the visitor's use in mind and is currently attracting almost 6000 unique visitors a month to it's pages. The site features local and regional photography, information on top attractions, an event's calendar and an easy-to-surf navigation system.

Visitors will find lots of outdoor activities, destinations and touring routes such as the Lake Superior Circle Tour all of which are further segmented for ease of information. The new site especially showcases the NOSTA members and since mid February the site has directed over 24,000 click troughs to member's websites and generated over 3500 direct enquires to members businesses.

Direct links to members' websites increase information for guests and a private login page for members allows them to add important information instantly to attract potential visitors. There are opportunities to sign up for email newsletters, build travel packages by using an online "shopping cart", order the new NOSTA publications, read them online and search the new site for regional and City information.

Based in Thunder Bay, NOSTA has been in existence since 1976 and is the largest regionally based tourism association in the Thunder Bay District. They represent hundred's of tourism businesses, 11 municipalities and have an annual fee for service agreement with the Ontario Tourism Marketing Partnership Corporation (OTMPC) to help implement provincial tourism marketing programs in Northern Ontario.

**Contact Bruce Fallen, Executive Director at 807-346-1132 and/or Lori Paras, President at 807- 344-3828**