

City of Revelstoke

P.O. Box 170, Revelstoke, British Columbia V0E 2S0
www.cityofrevelstoke.com info@cityofrevelstoke.com

Westrek Tours Inc.
Suite 100-736 Granville Street,
Vancouver, B.C.
V6Z 1G3.

May 10, 2011.

Dear Sir or Madam,

RE: NEGATIVE ADVERTISING IN WESTTREK PROMOTIONAL MATERIAL

I am writing to you on behalf of the City of Revelstoke to express our **STRONGEST CONCERN** about the negative advertising against our community that is being distributed by your company in promotional material for your tours.

The attached material is printed from your website. At the top of page 4, in large bold print, you explicitly advise readers to **AVOID REVELSTOKE**. In our opinion, this goes well beyond the limits of trying to establish a competitive advantage in the tour business, and could have a very negative impact on our local tourism industry.

The City of Revelstoke spends a great deal of resources promoting and marketing our community as a tourism destination. A large number of people in our community are dependent on the tourism industry for their livelihood. We do not appreciate a marketing initiative from an external company that tells potential visitors that they should avoid our community.

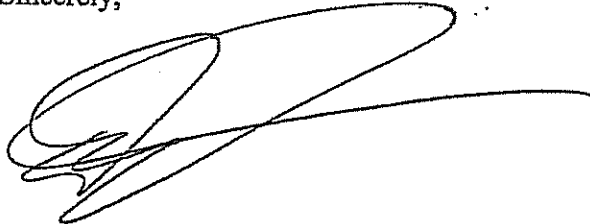
Possibly your intention is to gain a competitive advantage over tour companies that do bring their guests to Revelstoke. However, this is a very poor way of achieving this. A professional marketing campaign works to promote the benefits of their own product, not criticize the product of their competition. This effect of this type of negative advertising is to portray your company, Westrek, in a very bad light.

This type of negative campaign also goes against all the great regional tourism marketing that is done by our Destination Marketing Organization, Kootenay Rockies. The promotional activities undertaken by Tourism Rockies encourage our communities to work collaboratively and cooperatively. It is not our practice to be critical of other communities that are our regional partners in a thriving tourism sector from which all our communities benefit.

CITY HALL - 216 Mackenzie Avenue				COMMUNITY ECONOMIC DEVELOPMENT		PARKS & RECREATION/AQUATIC CENTRE COMMUNITY CENTRE		PUBLIC WORKS OPERATIONS
ADMINISTRATION	FINANCE/ PROPERTY TAX	PLANNING, BUILDING & BYLAW	ENGINEERING	204 Campbell Ave.	FIRE	227 West Fourth St.	600 Campbell Ave.	1200 East Victoria Rd.
Tel: (250) 837-2911	Tel: (250) 837-2161	Tel: (250) 837-3637	Tel: (250) 837-2922	Tel: (250) 837-5345	Tel: (250) 837-2884	Tel: (250) 837-9351	Tel: (250) 837-2001	Tel: (250) 837-2001
Fax: (250) 837-4930	Fax: (250) 805-2809	Fax: (250) 837-3632	Fax: (250) 837-4930	Fax: (250) 837-4223	Fax: (250) 837-4154	Fax: (250) 837-9355	Fax: (250) 837-2059	Fax: (250) 837-2059

We request strongly that you remove the negative remarks and comments about Revelstoke from your advertising materials immediately, and City Council would appreciate a letter of apology for the damage that your company's advertising may already have had on our local tourism sector.

Sincerely,

A handwritten signature in black ink, appearing to be 'David Raven', written over a horizontal line.

David Raven, Mayor,
City of Revelstoke.

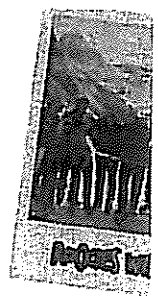
CC: Hon. Pat Bell, Minister,
Jobs, Tourism and Innovation

Better Business Bureau of BC

Chris Dadson, Executive Director,
Kootenay Rockies

Brydon Roe, President,
Revelstoke Chamber of Commerce

Norm Langlois, President,
Revelstoke Accommodation Association.



- [Home](#)
- [Tours](#)
- [Why West Trek](#)
- [About Us](#)
- [Agents](#)
- [Partners](#)
- [Social](#)
- [Links](#)
- [Contact Us](#)

THE CANADIAN – SUMMER

Check out our "Honour Gallery" below. Upload your best photos here and they may place in our top 10!



THE ROCKY MOUNTAINS

The CANADIAN from \$365

Book Now!

This is the BEST ULTIMATE Rocky Mountain Tour!

This is the tour that made West Trek famous for best quality, innovative and fun budget tours.

If you haven't been to the Rockies with West Trek... you haven't been to the Real Canada!

Take advantage of our Awesome Activity Pass – only from West Trek (details below).

Read on to see how the 3 Rules of Tours – LOCATION, LOCATION, LOCATION – work in your favour with West Trek. Not all tours are created equal..

Banff Gondola Webcam

Jasper Webcam

TOUR OVERVIEW

Our Rocky Mountain *Canadian* tour has long been the #1 choice with ESL students and International students visiting Vancouver. This tour provides an affordable way to visit the Rocky Mountains and get a fantastic overview of all that this magical corner of Canada has to offer!

What do most people think of when you say that you are going to visit Canada? Stunning alpine lakes surrounded by towering, snow capped peaks; quaint mountain villages; and incredible scenery are what most people expect. And this is exactly what we'll show you on our "flagship" tour – *The Canadian*.

Join us on a 4-day tour to the heart of the Canadian Rockies as we travel through some of the most awe inspiring scenery to be found anywhere in the world!

Picture turquoise lakes so beautiful that they look like they can't be real and must have been painted.

Picture soaring mountain peaks that look like they've come from an imaginary fantasy-land.

Picture glaciers of solid ice nestled on mountain tops and creeping along valley floors.

Now, put yourself in the picture on our Canadian Rocky Mountain Tour!

Get your cameras ready and prepare to embark on a Journey into a Disney-like fairy tale land of majestic castles, towering peaks, frigid glaciers, and stunning lakes. 4 days of breath taking scenery that will give you memories to last a lifetime.

TOUR HIGHLIGHTS

The 3 nights are spent in Valemount, Banff, and Golden

There are SO MANY highlights on this tour that we barely know where to start! Here are some of the best:

- LAKE LOUISE. Visit the most famous lake in Canada and marvel at the amazing colour of the water framed by a stunning mountain backdrop.
- BANFF. The most famous mountain village in the Canadian Rockies.
- MORaine LAKE. One of the most stunning lakes you will ever see. (mid-June onwards)
- The ICEFIELDS PARKWAY. Often described as the most beautiful highway in the world, this route is lined with mountains, glaciers, lakes and waterfalls.
- PEYTO LAKE. This hidden gem is every guides favourite. (mid-June onwards)
- BOW LAKE. A beautiful mountain lake not to be missed.
- The COLUMBIA ICEFIELDS. No trip to the Rockies is complete without taking an Ice Explorer Snowcoach tour out on to the glacier. Definitely a once in a lifetime thrill!
- ATHABASCA FALLS. Witness the thundering roar as the Athabasca River drops 23m through a limestone gorge.
- JASPER. Visit Banff's little sister. Quieter than Banff, Jasper is a gem waiting to be discovered.
- MT. ROBSON. The highest mountain in the Canadian Rockies.
- The OKANAGAN VALLEY. We travel through the heart of the Okanagan including the towns of Vernon and Kelowna giving you a close look at BC's Summer Playground area. Vineyards and flea markets. Beautiful lakes and rolling hills. *Not to be missed and only with West Trek!*
- SPAHATS FALLS. One of the most dramatic waterfalls in Western Canada!
- OTHELLO TUNNELS. Walk through old railway tunnels in this stunning gorge made famous by Rambo – First Blood.
- CAMP WEST TREK. It's a rockin' way to start or end your tour! Camp songs, ghost stories, a roaring fire, an authentic First Nations tepee, & life sized animal carvings all combine to make this a favourite stop!
- HOCKEY NIGHT in VALEMOUNT. Playing ball hockey in the Rockies – now how Canadian is that!
- MOUNT ROYAL HOTEL. Part of the 3 rules of tourism – Location, Location, Location. This hotel is right in the centre of Banff within easy walking distance to all the shops, restaurants, and night clubs. (Subject to availability. On some long weekends we use multiple hotels.)
- AWESOME ACTIVITY PASS. Only available from West Trek. You get the 2 premier Rocky Mountain activities – The Icefields Snowcoach ride & The Banff Gondola + a souvenir T-shirt all for a great discount!
- INDOOR POOLS, HOT TUBS & WATERSLIDES. 2 of our 3 hotels feature these amenities.
- CAMPFIRE & MARSHMALLOW ROAST. This is soooo Canadian!

TOUR INCLUDES

- The PERFECT MIX of amazing adventures and stunning sightseeing!
- 3 nights hotel accommodation (1 night right in the centre of Banff). Price is based on 4 per room sharing 2 queen beds. Upgrades subject to availability.
- Daily guided sightseeing through some of the most incredible scenery in the world.
- Free entrance to Banff's best nightclubs.
- End of tour PARTY at Camp West Trek. Marshmallow roasts, songs, a roaring campfire, and dozens of new friends. It just doesn't get any better!
- Hockey in Valemount
- Deluxe coach transportation
- Videos, games and entertainment on the coach
- A FUN & FRIENDLY Canadian Tour Guide

- All tips and taxes
- Learn to Line Dance
- All park fees

TOUR OPTIONS

For many of you, this is a once in a lifetime chance to visit the Canadian Rockies. Make the most of it by participating in some incredible optional activities.

- **AWESOME ACTIVITY PASS.** To make it easy and more affordable, we have combined the 2 most popular activities on the Rocky Mountain circuit. You get the Columbia Ice Explorer Snowcoach Ride + the Banff Gondola + a Rocky Mountain souvenir T-shirt all for \$75! (cash price if paid on the bus). **BEST VALUE – Strongly recommended.**
- **BANFF GONDOLA.** Soar to the top of Sulphur Mountain for incredible 360 degree views. The gondola climbs 698 m (2,292 ft) to the 2,281 m (7,486 ft) summit of Sulphur Mountain. Fantastic views of the town of Banff, Mt. Rundle, the Bow Valley and Cascade Mountain. \$30
- **ICE EXPLORER SNOWCOACH RIDE.** A passenger favourite for the past 11 years, this tour takes you right on to the Athabasca Glacier aboard massive, specially designed ice Explorers. You have time to make a snowman, have a snowball fight, fill a water bottle with "glacier fresh" water or just revel in the amazing scenery. Not to be missed! \$50.
- **Banff Hot Springs.** Relax in a beautiful outdoor pool heated naturally with the hot springs. \$8
- **Canoing on the Bow River in Banff or at Lake Louise.** You have time to rent a canoe and head out to explore the Banff area or paddle around Canada's most famous lake.
- **Room Upgrades** (base price is 4 per room sharing 2 queen beds)
 - 3 per room add \$40 per person
 - 2 per room or private bed in a room with 3, add \$95
 - Private room add \$275

- MEALS

We can help make it easier for you with our **BEST Value Meal Plan.** \$5 for a delicious BBQ dinner at Camp West Trek plus 2 continental breakfasts.

The rest of the meals are **Free Style Dining.** Eat what you want, where you want, when you want. Our guides will help point out the best options to suit your budget. Get a couple of friends together and visit the supermarkets on the route to buy picnic supplies and you can do all your meals for around \$40.

TOUR DATES

* denotes Holiday weekends when we have an additional bus departing Vancouver at 12:30 pm.

April 22 – 25 * Easter Holiday Weekend

May 6 – 9

May 20 – 23 * Victoria Day Holiday Weekend

June 3 – 6

June 10 – 13

June 17 – 20

July 1 – 4 * Canada Day Holiday Weekend. Spend Canada Day in the Rockies!

July 8 – 11

July 15 – 18

July 22 – 25

July 29 – Aug. 1 * BC Civic Holiday Weekend

Aug. 5 – 8

Aug. 12 – 15

Aug. 19 – 22

Aug. 26 – 29

Sep. 2 – 5 * Labour Day Holiday Weekend

Sep. 9 – 12

Sep. 16 – 19

Sep. 23 – 26

Oct. 7 – 10 * Thanksgiving Holiday Weekend

Oct. 21 – 24

Nov. 11 – 14 * Remembrance Day Holiday Weekend

LOCATION, LOCATION, LOCATION – Not all tours are created equal. Make sure you are getting the best value for your money!

There is a reason that West Trek has been the #1 choice of ESL and International students going to the Rockies for years. A lot of it has to do with which hotels we pick and where they're located. At West Trek we pride ourselves on the location and quality of our hotels. We WANT you to compare with the other budget operators before making a decision!

Our itinerary has been carefully constructed to allow you the **MAXIMUM** amount of time in the key sightseeing areas. Our hotels have been specially chosen to provide you with all the best comforts and amenities while still providing the benefit of the **BEST** Locations.

Valenmount – This small village is located right on the Rockies circuit which means that you don't have to waste time traveling off the route to find accommodation. The benefit is that you have more time at the sights and less time driving. Our hotel, The Ramada, is one of the best hotels in town! Two things to watch out for. One is low end hotels (Valenmount has a lot of them). Check the website first. Our hotel features an indoor pool, waterslide, and hot tub PLUS you can have a game of ball hockey on the property! Two is accommodations in the McBride area. *Going to McBride means that you are wasting an hour driving off the route which should be spent sightseeing.*

Banff – The focal point of any Rocky Mountain tour. The Mt. Royal is located in the heart of Banff within seconds of shops, restaurants, pubs, and nightclubs. Things to watch out for are outlying hotels that are 1 to 2 km out from the centre of town. Many budget operators use outlying hotels like the Voyageur, the Swiss Village Inn or the Inns of Banff to save money. You're only in Banff one night – make the most of it! You should definitely try to avoid staying in Canmore or Kananaskis as both of these involve wasted time driving in the wrong direction. In the case of Kananaskis it's about 2 1/2 hours of extra driving time. Choose to spend that time at Lake Louise and Banff with West Trek!

Golden – There are several advantages of overnighing in Golden and of our hotel. One – it is on the right side of the Time Line. This means that you gain an extra hour of sightseeing in the key corridor of Banff and Lake Louise. Two – it is in the Rockies and on the very edge of all the key sightseeing areas. AVOID REVELSTOKE and area. Not only is it nearly 2 hours east of Golden and the Rockies but it is on the wrong side of the Time Line. That means that you lose 3 hours of critical sightseeing time by staying in Revelstoke! Three – Camp West Trek. Our hotel in Golden features the extremely popular Camp where passengers can take photos in an authentic First Nations teepee; roast marshmallows around a campfire, play a game of soccer, or enjoy the indoor pool, waterslide and hot tub. *No other budget operator offers you all of this in Golden.*

We spend the money on all the LITTLE things that make a BIG difference!

TOUR ITINERARY

North Route (sample)

Note that on busy weekends we will have buses travelling both the North and South circuit. They will see exactly the same things but on different days.

Day One – Vancouver to Valemount

7:15 am – Meet at the corner of Seymour St. and Cordova St. opposite the Waterfront Skytrain & Seabus Station.

The fun begins as you leave Vancouver. Your Guide reviews some of the highlights of the tour plus gives you details on all you need to know in order to take full advantage of your time in the Rockies. We have special on board activities to help break the ice and let you get to know your new friends and fellow adventurers.

9:30 am – Rest stop in the Hope area.

12:00 – Lunch break in Kamloops

An afternoon highlight is a stop at Spahats Falls, one of Western Canada's most impressive.

5:30 pm – Check in to the Ramada Inn, Valemount. Indoor pool, hot tub, and waterslide.

7:00 pm – It's Hockey Night in Valemount! Enjoy a robust game of ball hockey before relaxing in the hot tub.

Day Two – Valemount to Banff

A full and busy day of awe inspiring scenery!

7:00 am – Breakfast at the hotel for those on the meal plan

7:45 am – Depart Valemount

En route to Jasper and the Province of Alberta, we stop at Mt. Robson for some photos and a stretch break.

10:45 am – Time to explore Jasper and grab a picnic lunch for later

12:00 – Athabasca Falls and a great place to eat your picnic lunch

1:45 pm – The Columbia Icefields and Snowcoach Ride. Bring a hat, gloves, warm jacket and sunglasses. It can be really cold on the glacier and the sun reflects off the ice so sunglasses are helpful.

Afternoon highlights en route to Banff include Peyto Lake and Bow Lake.

7:00 pm – Check in to the Mt. Royal Hotel in the heart of Banff

Tonight it's PARTY NIGHT in Banff! For those that want a country atmosphere there is Wild Bills and for those that want to dance the night away there is the ever popular Aurora Night Club! Note that the drinking age in Alberta is 18, not 19 like in BC.

Day Three – Banff to Golden

8:00 am – Depart hotel and enjoy a guided tour of Banff with stops at Surprise Corner and Bow Falls.

9:15 am – After the Banff tour we take a ride up the Banff Gondola to the top of Sulphur Mountain for those that have chosen this option. Afterwards you have Free Time to explore Banff.

1:30 pm – We say good bye to this cozy mountain village and head to Lake Louise. At Lake Louise you have plenty of time to go for a canoe paddle or hike around the lake on one of the many trails.

After Lake Louise we visit stunning Moraine Lake and the Valley of the Ten Peaks. From there we pass through the Kicking Horse Pass and Yoho National Park en route to Golden.

6:00 pm – Check in to the Sportsman Lodge, Golden. Indoor pool, hot tub and waterslide.

7:00 pm – BBQ around the campfire (for those on the meal plan).

7:30 pm – Learn to Line Dance at Camp West Trek!

In the evening we have our End of Tour Party around a campfire as we roast marshmallows in the shadow of the Rocky Mountains.

Day Four – Golden to Vancouver

8:00 am – Breakfast at the hotel (for those on the meal plan).

This morning we pass through Glacier National Park, over Rogers Pass and past Mt. Revelstoke National Park.

10:00 am – Rest stop at the historic Last Spike.

At Sicamous we head south in to the heart of the Okanagan Valley. We stop at the Enderby Flea Market for a quick round of Find the Best Toonie Bargain. After Enderby we pass through Vernon and along the shore of several pretty lakes.

1:00 pm – Lunch stop in Kelowna in the Central Okanagan

Our last stop is at the Othello Tunnels just outside of Hope where you have time to walk through the gorge via the old railway tunnels.

7:00 pm – Expected arrival back in to Vancouver

TOUR ACCOMMODATIONS

West Treks Rocky Mountain properties are clean, comfortable, and conveniently located. Check out the links below for a closer look:

Ramada, Valemount, BC - www.ramada.com/

Mount Royal Hotel, Banff, Alberta - www.mountroyalhotel.com

Sportsman Lodge, Golden, BC - www.sportsmanlodge.ca

Location, Location, Location – Before booking your Rocky Mountain tour, it's important to check out the hotels for the amenities they offer and where they are located. This is where many budget tour operators save money by booking less expensive hotels in out of the way locations. Your satisfaction is our priority!

TOUR NOTES

What to bring:

- Swimming suit for the hot tubs and pools
- Proof of medical insurance
- Government Photo ID (passport) & Student ID
- Good walking shoes or hiking boots
- Night club attire for Banff
- Warm jacket, hat, and gloves. You'll want these for the Snowcoach Ride.

Policies:

- We recommend paying at least 10 days before departure to avoid disappointment. This is especially important on Holiday Weekends in the summer.
- The tour is NON-REFUNDABLE within 7 days of departure.
- NO REFUND if you fail to show up at the meeting spot on time.
- A small bus may be used for smaller groups.

Book Now!

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