

# Uniquely designed Golf Holidays in West Canada

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SALMON ARM, BC - BRITISH COLUMBIA HAS BEEN SELECTED BY THE 'INTERNATIONAL ASSOCIATION OF GOLF TOUR OPERATORS' (IAGTO) AS THE '2004 UNDISCOVERED GOLF DESTINATION IN THE WORLD'.

NOW, IAGTO-MEMBER AND BRITISH COLUMBIA BASED RECEPTIVE GOLF SPECIALIST 'CANADIAN TRAVEL DESIGN', STARTS SELLING WEST CANADIAN SELF DRIVE GOLF PACKAGES OVERSEAS.

## **Design Studio**

Canadian Travel Design has its office in the beautiful Okanagan Valley in British Columbia, Canada. From here they Travel, Design the packages and Communicate with their business partners. Because they believe that local knowledge, fine details and short communication lines make the difference.

"Each route is carefully designed to immerse our customers in the local culture and reveal a region's true spirit, and our goal is to create unique golf holidays for visitors who value their freedom and want to experience Canada's beautiful West a little differently. After all, golf travel is about golfing and experiencing."

## **Partners**

"We like to work with golf specialists and tour operators who believe in creativity, quality and who have the goal to offer their customers a long lasting West Canadian Golf experience," says Dirk Terpstra, Director of Marketing & Sales, who gained a wealth of experience during his 15-year career with American Express in Europe.

"We are currently building relationships with strong partners in various overseas markets, who believe in our vision and concept. There is a definite need for a new and innovative player in this area and we are going to make it happen," says Terpstra.

Canadian Travel Design is working at leveraging its membership with regular communications and travel offers both direct to members and non-member partners.

## **More than just Golf**

The incredibly scenic courses, authentic and romantic accommodations, the food, wine and historical background, are what make British Columbia a complete holiday destination for golfers and their partners.

Whether overlooking the blue Pacific Ocean, the immense beauty of the high mountains in the Rockies or soak up the relaxed atmosphere in the warm Okanagan Valley; it is not hard to enjoy a golf holiday in BC.

No wonder that the world is starting to recognize that West Canada is a fantastic golf destination where visitors can not only enjoy quality golf on the quiet courses around the province, but will experience the many other world class activities British Columbia has to offer.

Pictures are available upon request.

Media Contact: **Dirk Terpstra**

Director of Sales & Marketing

Canadian Travel Design

Phone: +1 (250) 503 0868

Fax: +1 (250) 503 0980

Email: [dirk@canadiantraveldesign.com](mailto:dirk@canadiantraveldesign.com)

Web: [www.canadiantraveldesign.com](http://www.canadiantraveldesign.com)