

March 3, 2010



FOR IMMEDIATE RELEASE

Established B.C. group tour company expands into Victoria

The opening of a fifth office in Victoria by Wells Gray Tours, a successful B.C. group travel company with nearly 40 years in business, will provide local residents with a diverse new set of travel experiences with the convenience of local departures. All tours depart from Victoria and return to the city at the end so travelers don't have to worry about getting to the mainland or even to the airport. "This is especially important to seniors," says Dawn Rueckl, Vice President of Wells Gray Tours. "And all groups are fully escorted by a knowledgeable experienced tour director who handles all of the potential inconveniences that arise in travel. So no worries!"

"The key differences that Wells Gray Tours brings to Victoria clients are access to a huge variety of travel experiences and the stress-free nature of escorted group travel," says Rueckl. "We are offering everything from day tours to multi-day coach tours, cruises with Holland America Line and international packages, Broadway theatre tours to Seattle and shopping excursions for cross borders savings. The choices are huge."

Rueckl also emphasizes that the priority of Wells Gray is providing a hassle and worry free travel experience from start to finish. Their products are inclusive packages with good value in pricing, and the new Broughton Street office, scheduled to open April 6, will provide face to face service. "We are fortunate to have Lisa McCormick, formerly of Leisure Island Tours, join our team. She is a happy familiar face to many local travelers." McCormick will be representing Wells Gray Tours at the 50+ Active Living Celebration at Parkes Rec Centre on March 5.

Wells Gray Tours was started in 1972 as a summer project by Roland Neave, who offered day tours to Wells Gray Park to raise awareness about a proposed dam project in the Clearwater Valley. The dam was not built, but Wells Gray Tours was born and has grown into the largest tour operator in the B.C. interior. The company enjoys an enviable reputation for its high level of customer service and the great value in its tour products.

Contact:

Dawn Rueckl, Vice President, 250-318-7596
Roland Neave, President, 250-374-0831
250 Lansdowne Street
Kamloops BC V2C 1X7