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## PRESS RELEASE

### **New Wells Gray Tour Based on the Throw of a Dart**

Every destination has a story. That is the claim of Wells Gray Tours, local escorted group travel company with its head office in Kamloops, and they are going to prove it. This year at the Kamloops annual travel show, being held April 4 at the North Shore Community Centre, owner Roland Neave will throw a dart at a map of North America. Wherever the dart lands, Wells Gray Tours will plan a tour to that destination.

"The idea is a take off from Steve Hartman's Everybody Has a Story," says Neave, referring to the journalist from the CBS Evening News who ran this very popular feature for over 7 years. Hartman would throw a dart at a map of America, travel to wherever the dart landed, randomly pick someone from the phone book, and then do a story on someone in that household. Stories were as diverse as the locations: a grandmother in South Carolina feeding the community, a New York autistic boy who became the high school basketball hero, a Montana cowgirl leaving the range to attend public school. Harman has garnered multiple Emmy and Edward R. Moroe awards for his work.

Neave met Hartman in Montreal in November at the annual convention of NTA, an association of tour and travel professionals. "He set out to show that we are all interesting, that we all have stories that are newsworthy," says Neave. "We want do the same for North American destinations, to show that every destination has fascinating history and its own unique charm."

Wells Gray Tours has been looking for ideas to engage their more adventurous clientele. Twice a year, in spring and fall, the company offers Mystery Tours, where travelers sign up and pay for a trip where they do not know where they are going. They are promised a unique tour that has not been offered before, provided a set of clues, notified if they require a passport, and told the modes of transportation utilized. And these tours usually sell out.

With Every Destination Has a Story, Neave is counting on appealing to the same sense of adventure. "We have a very loyal and dedicated client base with quite a lot of trust and faith in us as a travel provider. We think they will be just as excited about this as our staff."

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