

Tourism Whistler media release  
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## Tourism Whistler launches new microsite targeting meeting & event planners

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 [Click to Tweet:](#) Planning your next event in #Whistler is a breeze thanks to resources available on Tourism Whistler's new microsite for meeting and event planners.



Whistler, B.C. – Hosting an event in Whistler has never been easier, thanks to a [new microsite](#) launched by Tourism Whistler targeting meeting and event planners. The new site features updated content and improved functionality to better showcase why Whistler is an ideal meetings destination.

“Instead of telling our audience why Whistler is so great, we wanted to show them,” says Preston Miller, director of conference sales and services at Tourism Whistler. “We designed a more modern site by cleaning up text, adding more imagery and making navigation easier in order to meet the needs of planners and really showcase why Whistler is a great place to meet.”

The improved site navigation makes it easier for planners to access information on event spaces, team building activities, dining options and accommodation. The site also features an [online RFP form](#) planners can complete to get a more personalized quote from a member of Tourism Whistler's Conference Sales team. Additional enhancements to the design and navigation mean meeting planners now have easy access to the site on mobile devices, plus information about seasonal activities and dining options are updated daily via Tourism Whistler's primary consumer-facing website, [whistler.com](#).

Meeting planners looking to get delegates buzzing about their upcoming event can access a variety of tools on the new site to help market their meetings, including access to the Whistler image bank, promotional materials, social media support and a [new inspirational video](#) showcasing why Whistler is a great year-round destination for meetings and events. Planners can also minimize logistics with the help of a fully customizable microsite where delegates can book transportation, hotels and activities for their meet.

Whistler's stunning landscape, bucket-list appeal, pedestrian-only village and genuine, down-to-earth mountain culture make it a unique and unforgettable choice. Groups can ski the world's best slopes, cycle over 40km of paved trails, spend an afternoon on the greens, or ride a snowmobile into the backcountry. The possibilities for team building activities are endless in Whistler.

In addition, the resort offers 5,400 rooms for accommodation and the [Whistler Conference Centre](#) has 65,000 square feet of meeting space available with multiple set-up options, while the resort as a whole offers more than 150,000 square feet of conference space in a variety of venues. Off-site meetings can be easily arranged with options available at all budget levels.

Fresh thinking comes naturally in Whistler so it is no surprise the resort is building a reputation as a premier destination for conference and group business. Meeting and event planners can visit [www.whistler.com/meetings](http://www.whistler.com/meetings) to learn more.

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**Whistler** is Canada's premier year-round leisure and meeting destination located in the Coast Mountains 120 kilometres (75 miles) north of Vancouver, British Columbia, Canada. Consistently rated the top ski resort in North America, Whistler was the Host Mountain Resort of the 2010 Olympic and Paralympic Winter Games. The resort offers an extensive range of accommodations totaling 10,000 bedrooms among 24 hotels as well as townhomes, condos, B&Bs and chalets. Whistler also boasts more than 100 restaurants and bars, 200 retail shops, 25 spas and countless activity options from world-renowned skiing and snowboarding, mountain biking and golf, to hiking, rock climbing, and watersports. The Resort Municipality of Whistler is home to a diverse community of more than 10,000 permanent residents.

**Tourism Whistler** is the member-based marketing and sales organization representing Whistler, operating the [Whistler Conference Centre](#), [Whistler Golf Club](#), Whistler Visitor Centre, as well as 1.800.944.7853 and [whistler.com](http://whistler.com) - Whistler's official source for visitor bookings and information. As the convention and visitors bureau for the Resort Municipality of Whistler, Tourism Whistler represents more than 7,000 members who own, manage and operate properties or businesses on resort lands including hotels, restaurants, activity operators and retail shops.

**Media** can visit [whistler.com/media](http://whistler.com/media) for Whistler facts, media releases, story starters, local personality profiles and access to images and B-roll.

**Broadcasters:** Whistler now has the capability to take you live with our enhanced fibre network. The significantly expanded network of more than 200 kilometres of fibre optic cabling throughout the resort allows instant transmission of HD signals to any location at any time. Details on how to access, and book the fibre are available on our [media site](#).

#### **Media Contact**

Michelle Fernandes

Coordinator, Communications

T: 604.938.2726

E: [mfernandes@tourismwhistler.com](mailto:mfernandes@tourismwhistler.com)

Bree Eagles

Coordinator, Travel Media

T: 604.938.2718

E: [beagles@tourismwhistler.com](mailto:beagles@tourismwhistler.com)

W: [www.whistler.com/media](http://www.whistler.com/media)

T: [www.twitter.com/mediaTWhistler](http://www.twitter.com/mediaTWhistler)

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