



A DIVISION OF ALTITUDE HOLDING GROUP INC.

**NEWS RELEASE**

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**FREE “INBOUND AIRPORT DESTINATION MARKETING” WEBINAR**

ABBOTSFORD, B.C. – Today we are pleased to present our first webinar event scheduled for 10:00 a.m. (Pacific), May 22, 2007 on **Inbound Airport Destination Marketing: *Best practice examples of airlines, airport authorities and local destination marketing organisations working collaboratively together to develop air service.***

The webinar will be presented in a panel format, moderated by Bill Lamberton, President of Classic Canadian Tours, with expert speakers:

- Kevan Ridgway, President & CEO - Vancouver, Coast & Mountains Tourism Region
- Peter McCart, Vice President, Marketing - Edmonton Airports
- Bob Cummings, Executive Vice President, Guest Experience and Marketing - WestJet

“This event is ideal for anyone in the commercial aviation and tourism industries, including students,” says Matthias Morel of Altitude Consulting. “Many communities struggle to sustain viable air service, including major urban centres attempting to gain traction on new air routes, so we wanted to create a webinar event showcasing successful examples from industry.”

Anyone can register for this free event at: <https://www.gotomeeting.com/register/298731660>

Altitude Consulting is a leading Canadian commercial aviation and tourism marketing firm made up of a dynamic, entrepreneur minded team. The Team's services include market research, marketing communication plans, website development, media buys, product development and e-marketing strategies.

Explore [www.AltitudeConsulting.ca](http://www.AltitudeConsulting.ca) for a company overview.