

Press Release

For Release:  
May 13th 2024,

**Tourism Lethbridge to Host VIP Tour for Frontline Workers at Local Attractions with Open invite to Media to Join**

Tourism Lethbridge is hosting a VIP (Visitor Information Provider) Tour for frontline workers at local attractions, with an open invite to media personnel and city staff to join on Wednesday May 15th.

Tourism Lethbridge is hosting a VIP Tour on May 14th and 15th, showcasing the city's major attractions. Frontline workers from these venues and service workers in the hospitality industry are invited to discover what each site will offer during the summer tourism season. Participants will have an opportunity to explore these attractions for free alongside their peers. Additionally, Tourism Lethbridge is pleased to extend an open invitation to media personnel and city staff on Wednesday, May 15th at 10 AM or 2 PM.

Anyone who is interested in joining us for either of the 10 AM or 2 PM tour times can contact Dominika via email at: [Dominika@tourismlethbridge.com](mailto:Dominika@tourismlethbridge.com), to confirm their attendance on The VIP Local Attractions tour, and what time they wish to join us. Please respond by Tuesday at 4pm.

The tour will begin at Nikka Yuko Japanese Gardens on May 15th, with departures scheduled for both the morning and afternoon. Those attending the tour will hop on a Lethbridge Transit bus that will transport everyone between each location. The itinerary includes visits to Casa, The Southern Alberta Art Gallery, The Galt Museum and Archives, and The Helen Schuler Nature Centre, before concluding back at Nikka Yuko Japanese Gardens where the tour began. During the journey, attendees can enjoy fun facts about Lethbridge, participate in trivia games, and discover hidden gems, while learning about the latest projects from Tourism Lethbridge.

Dominika Wojcik

Senior Director of Communications, Tourism Lethbridge

Dominika@TourismLethbridge.com

**About Tourism Lethbridge:**

Tourism Lethbridge is the destination management organization for Lethbridge. We work to promote vibrant, and diverse tourism offerings in Lethbridge, Alberta. Through collaborative efforts with industry partners we showcase the region's attractions, events, and experiences, to attract visitors from far and wide.