



Tourism Canmore Kananaskis

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FOR IMMEDIATE RELEASE:

Tourism Canmore Kananaskis has been granted the World Travel & Tourism Council Safe Travel Stamp

This stamp allows travellers to easily recognize destinations and tourism businesses around the world that have adopted globally standardized health and hygiene protocols to protect travellers from COVID-19.

June 9, 2021

The World Travel & Tourism Council (WTTC) has approved Tourism Canmore Kananaskis as a safe travel destination and the use of its Safe Travel Stamp. This stamp allows travellers to easily recognize destinations and tourism businesses around the world that have adopted globally standardized health and hygiene protocols to ensure visitors have a safe and enjoyable experience.

Part of the program requirements include providing the public & private sectors with insights & toolkits for interaction & implementation to ensure that people are and feel safe. WTTC and Tourism Canmore Kananaskis envision a future of travel that is safe, secure, seamless and provides an authentic and meaningful experience to travellers across the journey; one which supports the livelihoods of 4,000 employees and contributes over \$345 million Dollars to the local economy in Canmore and Kananaskis.

Local businesses that align themselves with these standards and protocols will be able to participate in this [safe travel initiative](#). They will be recognized on the Tourism Canmore Kananaskis [website](#) as well as with an approved Safe Travels sticker displayed in their business, for visitors to easily identify.

The Safe Travels Stamp was created for travellers to recognise destinations and businesses around the world which have adopted the Safe Travels health and hygiene global standardised protocols. More information on the WTTC global protocols and the list of destinations and associations around the world using the stamp can be found [here](#).

Rachel Ludwig, Interim CEO of Tourism Canmore Kananaskis says:

“Travellers are yearning to travel and explore again. However, they want the assurance that they will be safe while in destination. The Safe Travel Stamp designation allows tourism businesses in Canmore and Kananaskis to follow globally accepted safety standards and ensure travellers a safe experience.”

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