



## VANCOUVER COAST & MOUNTAINS

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For immediate release

### **ROCKY MOUNTAINEER VACATIONS ANNOUNCES NEW RELATIONSHIP WITH MTR WESTERN**

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Vancouver, British Columbia, Canada (February 20, 2008) - Rocky Mountaineer Vacations (RMV) has entered into a long-term relationship agreement with Meridan Transportation Resources (MTR Western). As an elite partner, MTR Western will become the exclusive provider of motorcoach charter services for RMV including all Vancouver transfers and the coach portion of the popular Whistler Mountaineer Rail/Coach package. MTR Western's commitment to offering outstanding service mirrors RMV's own mantra of offering a world-class guest experience while providing a highly attractive tourism product in North America.

"We are proud to align our services with MTR Western to ensure that all our guests receive a seamless travel experience from beginning to end," says Randy Powell, President of Rocky Mountaineer Vacations. "We see MTR Western as a natural fit with our company and the overall vacation experience we have provided to nearly one million guests in the past 19 years."

"We are very excited to be entering into a business relationship with a company that is equally passionate about exceeding guest expectations and together we are positioned for success" says Darren Berg, CEO of MTR Western.

One of the key factors for RMV in establishing a working relationship with MTR Western is the shared commitment to sustainable development and efforts to reduce their respective environmental footprints. RMV has continuously strived to become a role model for sustainable tourism in the North American tourism industry and is constantly developing and implementing new initiatives that will significantly minimize environmental impacts.

Founded in 2002, MTR Western is a young, dynamic, and aggressive charter motorcoach company focused on the premium segment of the market. The company owns and operates the most modern fleet of motorcoaches available for charter in North America featuring leather seats and extensive audio/visual capabilities. RMV will utilize MTR Western's sightseeing

packages to fulfill Vancouver sightseeing tours that are a part of a Rocky Mountaineer vacation package.

For additional information on Rocky Mountaineer Vacations call (800) 665-7245 or visit:

[www.rockymountaineer.com](http://www.rockymountaineer.com)

Rocky Mountaineer Vacations, owned and operated by Armstrong Group, offers vacation packages to the most unique regions of Western Canada and four spectacular rail routes through British Columbia and Alberta. Since its inception in 1990, the company has grown to become the largest privately owned passenger rail service in North America and will host its one millionth guest in 2008. Tourism industry leaders have credited the organization for setting a new bar in guest service excellence, and Armstrong Group has recently achieved accolades for its leadership on sustainable tourism development (Tourism BC's Foresight Award, 2007). In 2007, RMV was honoured with a World Travel Award as "World's Leading Travel Experience by Train" for the third consecutive year. Armstrong Group, one of Canada's leading tourism providers also owns Gray Line West motorcoach operations in Banff, Alberta and Victoria, British Columbia.

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