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**For immediate release**

## Launch of an Innovative Virtual Travel Guide

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VANCOUVER, British Columbia - February 22, 2007 - This week welcomed the launch of the latest in innovative travel guides for visitors to Vancouver, Coast & Mountains region. The Virtual Travel Guide enables visitors to customize, personalize and create a travel handbook designed specifically for their own interests and vacation needs. The guide is available for viewing online at [www.nxtbook.com/nxtbooks/vcm/travelguide07](http://www.nxtbook.com/nxtbooks/vcm/travelguide07).

Flipping through the digital pages, the Virtual Travel Guide allows "readers" to click on links directly related to the places they would like to visit. Readers are able to bookmark pages, add notes, and send the guide or portions of the guide to friends and family, thereby personalizing their very own travel manual.

The guide is created with the technology of NXTbook Media™, a digital publishing service who optimizes print materials for use on the Web. The user-friendly format, and interactive page turner, is perfect for tour operators and travel agents to forward to clients, in addition to travel journalists and vacationing visitors who may be writing about or just enjoying a holiday in the region.

Vancouver, Coast & Mountains, one of six tourism regions of Super, Natural British Columbia, includes four destination areas: Greater Vancouver, Sea to Sky Country, Mighty Fraser Country, and the Sunshine Coast. This non-profit society is governed by a private sector board of directors who represent business and community tourism interests from throughout the region.

Visit [www.vcmabc.com](http://www.vcmabc.com) for more information about Vancouver, Coast & Mountains Tourism or call 604-739-9011.

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