



Destination
Development, Inc.

A look at Castle Mountain Resort through the eyes of a visitor

June 2007



Assessment Findings & Suggestions



Tourism is an economic development activity

The object is to have people come, spend money,
then go home

90% of tourism industry businesses are small businesses.

83% of tourism spending is by visitors with annual household incomes of \$70,000 plus.

Tourism is a \$5 billion dollar industry in Alberta. In Southern Alberta it's a \$330 million industry. Are you getting your fair share?

A tourism-friendly city will spawn non-tourism industries faster than others

Tourism is an economic development activity

Southern Alberta = 14% of total visits to Alberta (2004).

91% of the 2.5 million visitors to So. Alberta were Canadians.

75% from Alberta, 9% Saskatchewan, 5% BC, 7% US, 2% overseas

Canadians spent 82%, Americans 13%.

Jan-March: 18%, Apr-Jun: 19%, Jul-Aug: 37%, Oct-Dec: 26%



Tourism is all about cash.

The idea is to import more than you export.

The customer is changing

The rule of being ready



The baby boom generation accounts for 80% of ALL travel spending.

DEMOGRAPHICS

The baby boom generation:

- 425,000 turning 50 - every MONTH

- For another seven years

- They control 70% of North America's wealth

- Mindset: Individuality, emphasis on youth, self absorption

- Currencies embraced: Time, comfort, easy access

- Trend: "Downshifting" and simplicity. Entire trip planned and booked for them

Want some more?

- Extend your seasons: Empty nesters prefer to travel during the shoulder seasons. The “new” peak months: April, May, September & October.

The baby boom generation:

- The “inheritance boom.” \$10.4 trillion

- A HUGE opportunity for “me oriented” spending

- Spending: Second homes and travel

The assessment process:

- Marketing effectiveness

- Visibility (finding information)
 - Effectiveness: Ability to close the sale
 - Competitive analysis
 - Convenience
-

- On-site assessment

- Signage, gateways, wayfinding
- Overall appeal
- Critical mass
- Amenities: parking, restrooms, information
- Attractions: things to see and do
- Customer service, cross selling

First Impressions Really Are Lasting Impressions

The rule of perceived value

Would you eat here ?





LAKEPORT
WELCOMES YOU
EST. 1852

LAKEPORT
WELCOMES YOU



EST. 1852



Chevron
Fuel Menu
1.38
1.49
1.59

McWolff's
Bakery

FoodMart

Gasoline	1.41
Food	1.51
Produce	1.61



TALENT
1.5 Miles Ahead Scenic Loop A



WOMEN WORK
TUESDAY 6-8 P.M.



WHAT TO DO

Always put your gateway signs where you will make the first, best impression.



Suggestion: Add “Coming Soon to Castle Mountain” display panels and billboards.









SPINNAKER LAGOON AND STAGE

AMPHITHEATER

PROVIDENT

PROVIDENT

1000

1000

1000

1000

1000

1000

1000

1000





Invest in Beautification

Nothing sells like beautiful places



Whistler, BC



THE
SISTERS
COMMUNITY
CENTER
1000 S. MAIN ST.
SISTERS, OR 97137
503-325-2222

Sisters, OR



Blaine, WA

Blaine, WA



Neenah, WI



Neenah, WI

Neenah, WI



Neenah, WI



POINT:

Beautification is an investment with a tremendous return and creates customer loyalty.











Create Gateways & Boundaries

Create the "Mall Mentality"



Beaumont, TX



Suggestion: Make this a directional sign, not a gateway sign. "Castle Mountain Village - ahead 200 meters"

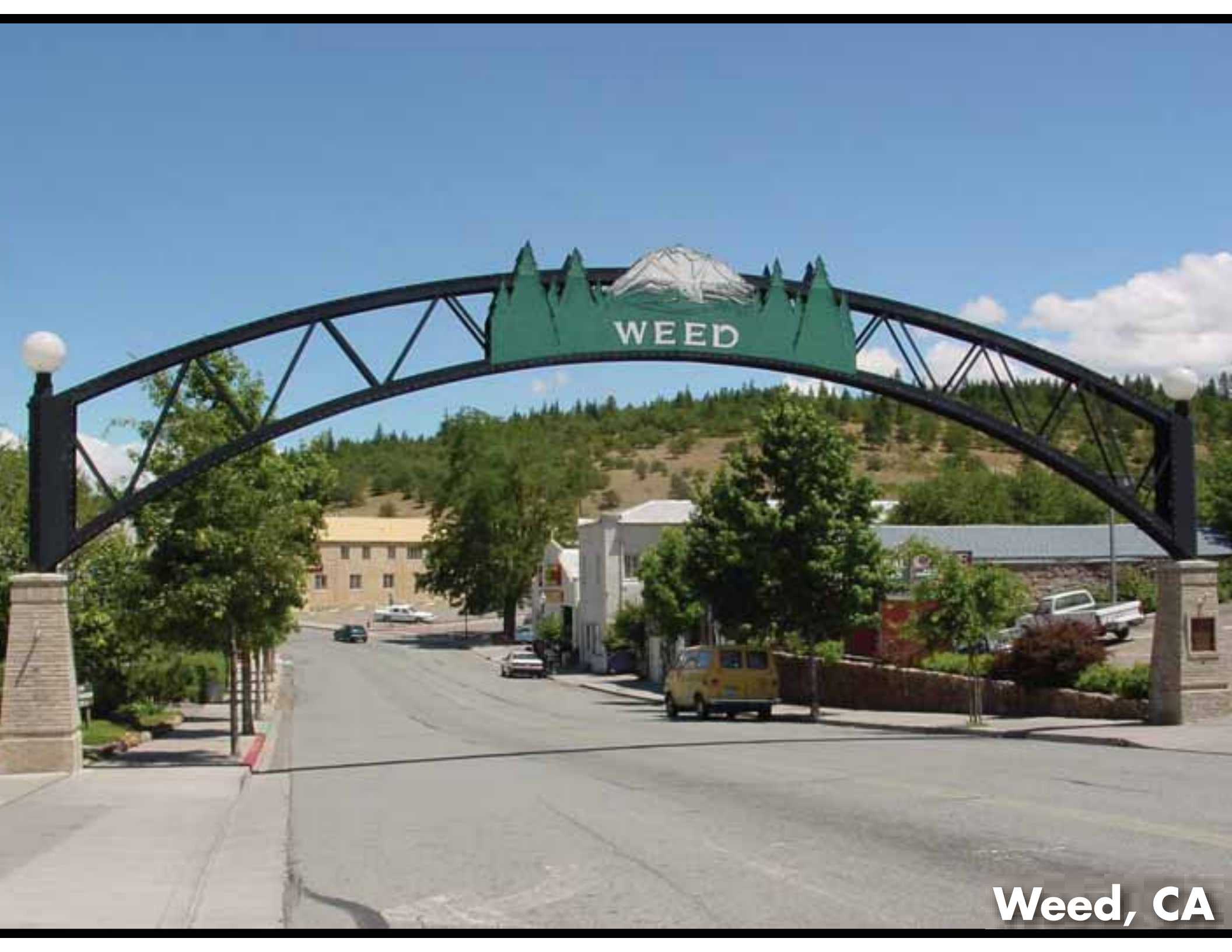


Suggestion: Create plaza areas with gathering spaces.





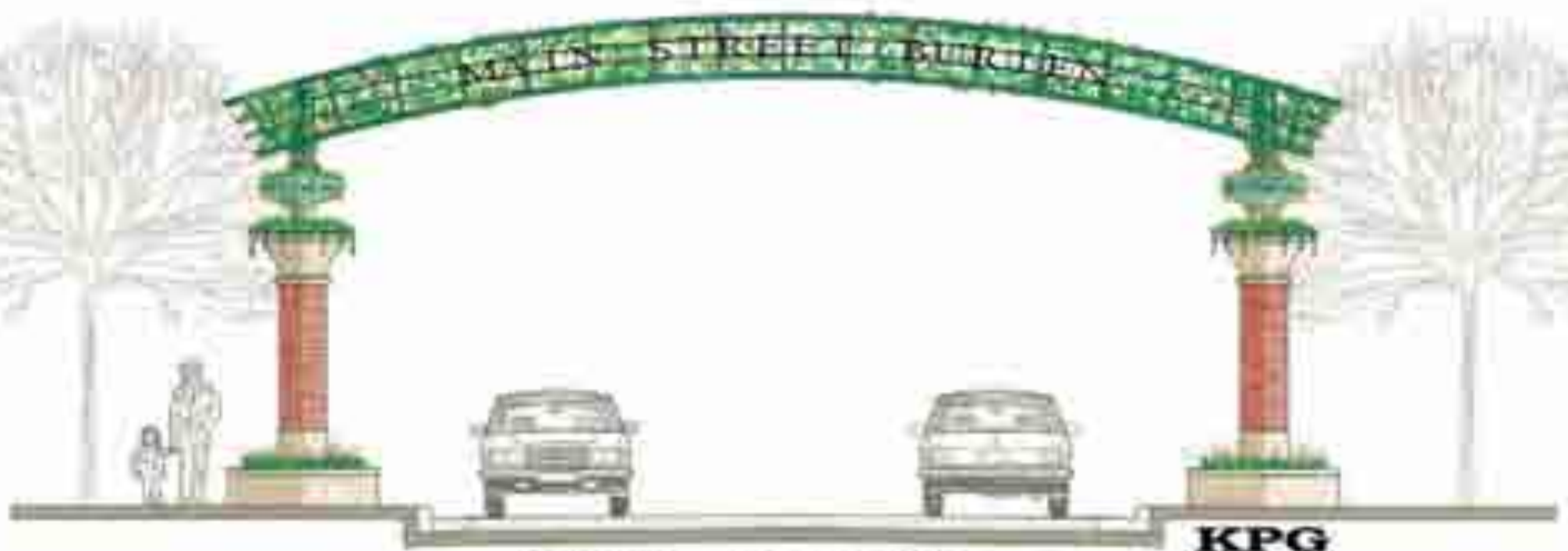
Woodlands, TX



Weed, CA



Kalamazoo, MI



SW 152nd Street Gateway
City of Burien

KPG
Seattle, WA

Burien, WA





Jasper Alberta, Canada



Jasper Alberta, Canada



Whistler BC, Canada



Appleton, WI

This doesn't make much of a statement.



Very nice. Show potential buyers a “vision” of what this will look like when completed.



Give the village a Name

Make it an attraction - a destination

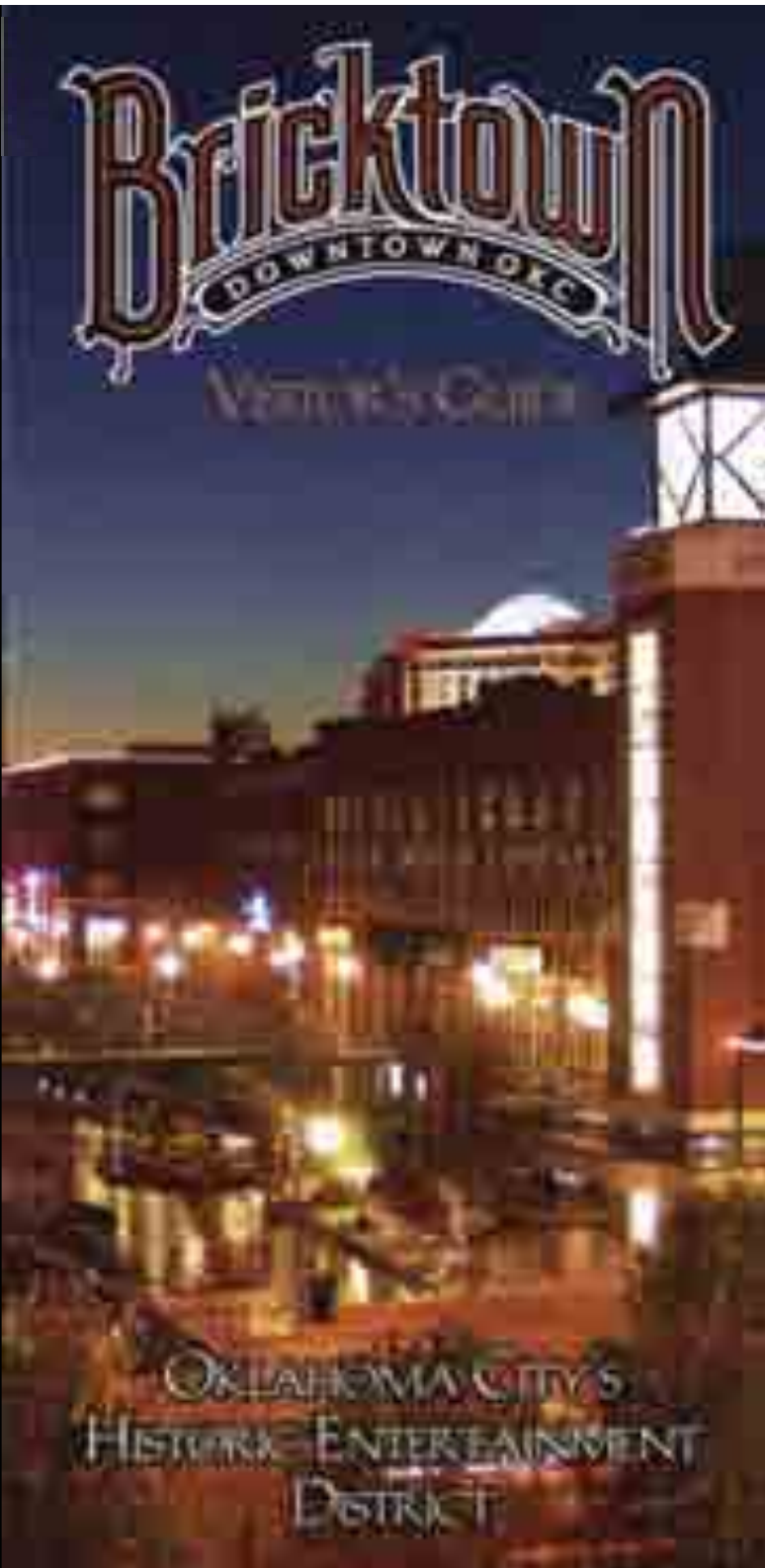


The Pearl District in Portland, OR

Popular downtowns:

- Vancouver: Gastown
- Seattle: Pioneer Square
- San Diego: Gaslamp District
- Portland: Pearl District
- Nelson, BC: Baker Street
- Snoqualmie, WA: The Rail District
- New Orleans: Bourbon Street, The French Quarter
- Woodlands, TX: Marketplace
- San Antonio: The Riverwalk
- Hawthorne, NV: Patriot Square

Give downtown a name:





KALAMAZOO MALL DISTRICT

Whistler, BC:

- Whistler Village
- Blackcomb Village

Now it's all Whistler/Blackcomb with an "Upper Village" and "Lower Village."





Develop Gathering Places & Narrow the Streets

Places for events, places to hang out





Kalamazoo, MI



Kalamazoo, MI



Kalamazoo, MI



Kalamazoo, MI



















TARTLY RESTAURANT



RESTAURANT





THE LUNCHBOX

Critical Mass Is Not Just A Religious Experience

The “mall mentality” rule



THE 10+10+10 RULE:

In a two to three lineal-block downtown:

1. Ten destination-retail shops.
2. Ten dining/treats shops.
3. Ten things open after 6:00. Entertainment is preferable.

The number one diversion of visitors is shopping and dining in a pedestrian setting, and where most of the visitor spending takes place.



Restrooms attract more than flies and other notes of convenience

The rule of visitor amenities



WHAT TO DO

Suggestion: Restrooms translate to spending. Make sure they are places where visitors can spend time and money.

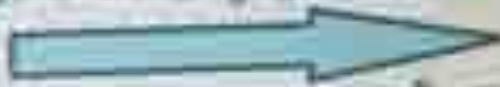
G. WILLAKERS COUNTRY STORE



WINE MAKER



Public Restrooms
are
Located Behind
Brooks Pharmacy



WHAT TO DO

Develop 24 hour visitor information. Include brochure distribution. Place kiosks where visitors can spend \$.



Visitor info should be working 24/7







Moses Lake, WA



STEVENSON

Bonneville Lock and Dam

Visit Bonneville Lock and Dam



Informational text block with multiple lines of text, likely describing the lock and dam's history or operation.



TOURIST INFORMATION



Recruit Outside Events & Make Sure You Have 40 a Year

They do the work, you roll out the red carpet





Solvang, CA



Solvang, CA

20/20 Signage Equals \$\$\$

The rule of signs that sell





PAGEO
The Agency

Professionals

Real Estate



Augustina's
Leather

CONCEPTS

MUSIC
BOXES

STREET

100

STREET

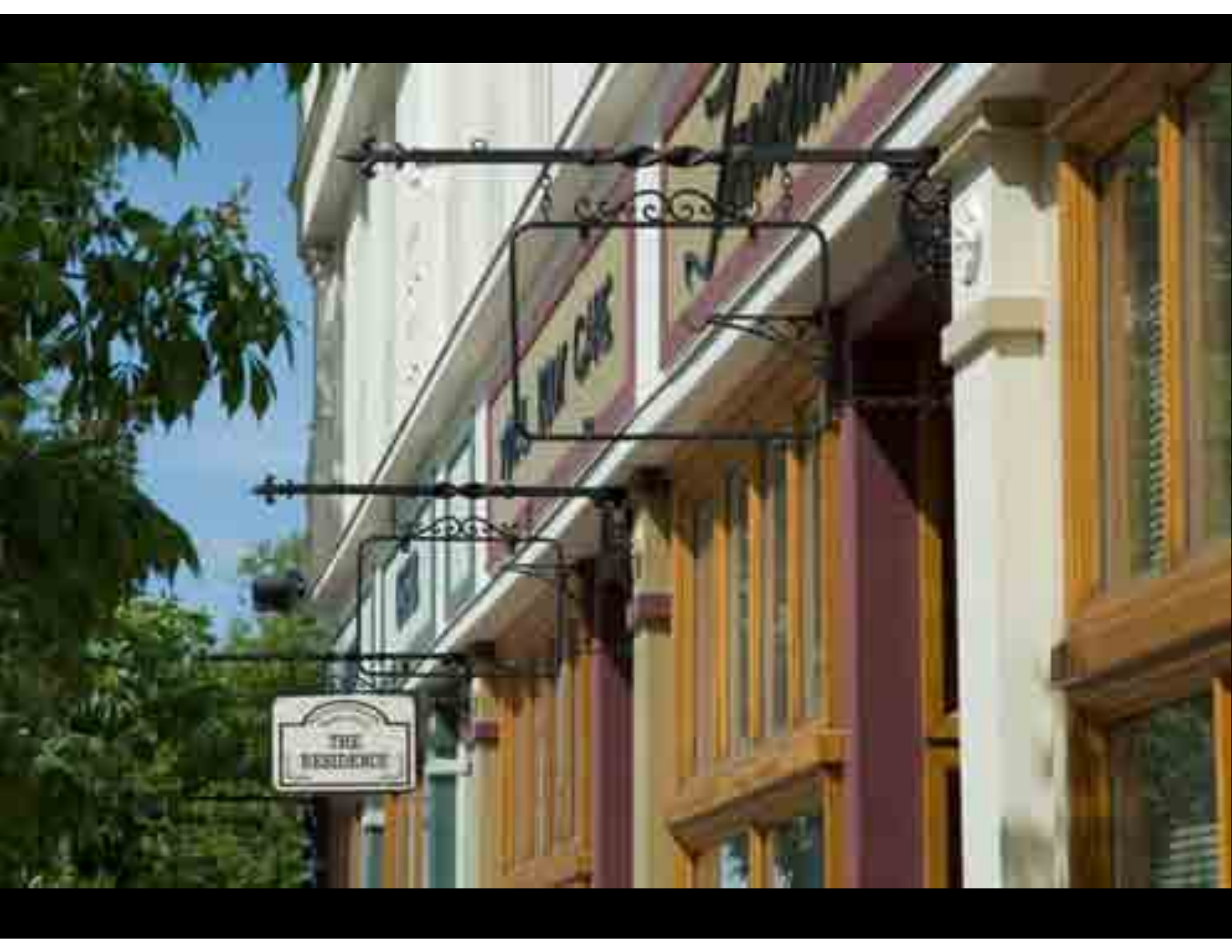




WHAT TO DO

Suggestion: Use perpendicular “blade” signs. Make them consistent height and size.





THE
RESIDENCE

THE
RESIDENCE





Real men don't ask for directions

The rule of wayfinding





Cardston sets the example for all other communities in Southern Alberta in terms of “connecting the dots” through wayfinding signage.



COURTSTONE

- Courthouse →
- Museum
- Ice Centre →
- Library →
- Town Office →
- Town Square →
- Redford Park ←



DOWNTOWN
MODESTO

→ City Hall &
County Offices

↑ Convention
Center

→ State Theatre

→ McHenry Ave

Public Washrooms



Whistler Way

Ski Lifts

PTM Police

Upper Village

Valley Trail

Lost Lake Park

250m

Cinema



Day Parking



THE CATHOLIC CHURCH
CATHOLIC
CHURCH

AMERICAN
ANASTHESIOLOGICAL

Blue sign with illegible text

What to do:

Suggestion: Castle Mountain should develop and implement a new signage plan & program:

- Wayfinding
- Gateways & entries
- Attractions
- Amenities
- Billboards and marketing displays

Less than 5% of visitors stop at visitor information centers - IF they can find that!

Other notes and first impressions

Suggestion: Let people know when and if you are open.



Where is the restaurant? Is it really open this time of year?



First impressions are lasting impressions. Is anything open this time of year? If so, provide information.



What is this going to be?



Assist local “residents” with clean-up and appearance items. This, by the way, will change over time.





Other resorts only allow a max of 30-days RV parking. Something to consider.



There are some very nice, beautiful vacation homes popping up. You can see the transition taking place.



Once again, work on curb appeal. Provide information panels throughout the resort. “Coming Soon..”



Marketing Assessment

TRAILS OF THE GREAT BEAR

WATERTON / GLACIER • CANADIAN ROCKIES
YELLOWSTONE / GRAND TETONS



A huge area is covered, and the primary focus is on outdoor recreation, wildlife & scenic vistas.

This is a great piece for promoting the Rocky Mountains as the premier mountain experience in North America - creating “top of mind awareness” for the brand.

TOURING GUIDE & WEBSITE DIRECTORY 2006 / 2007
FEATURING THE WATERTON-GLACIER LOOP DRIVE

The Cowboy Trail

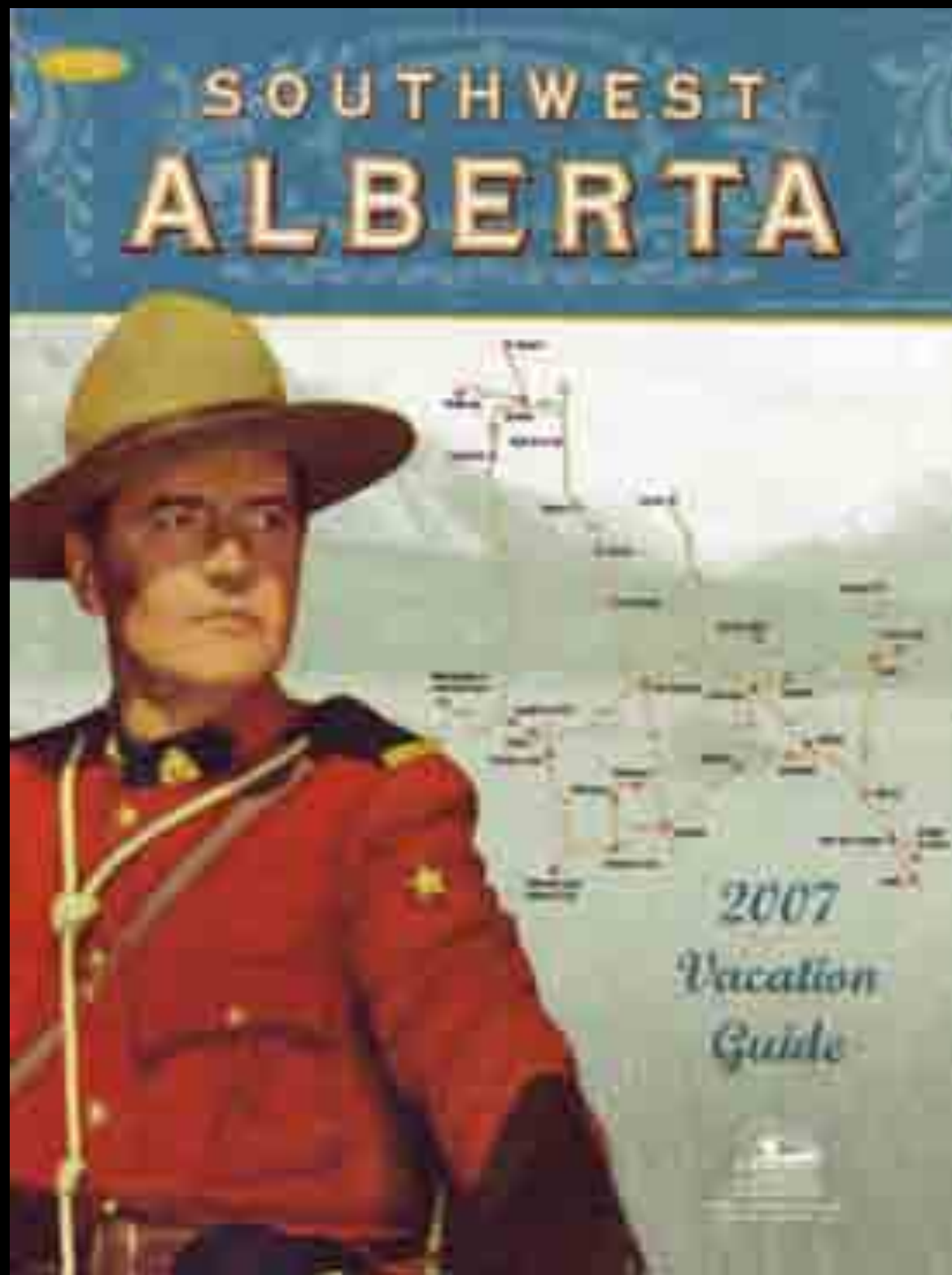
MAP INSIDE

(NO HORSE REQUIRED)

TRAVEL GUIDE
ROCKY MOUNTAIN FOOTHILLS

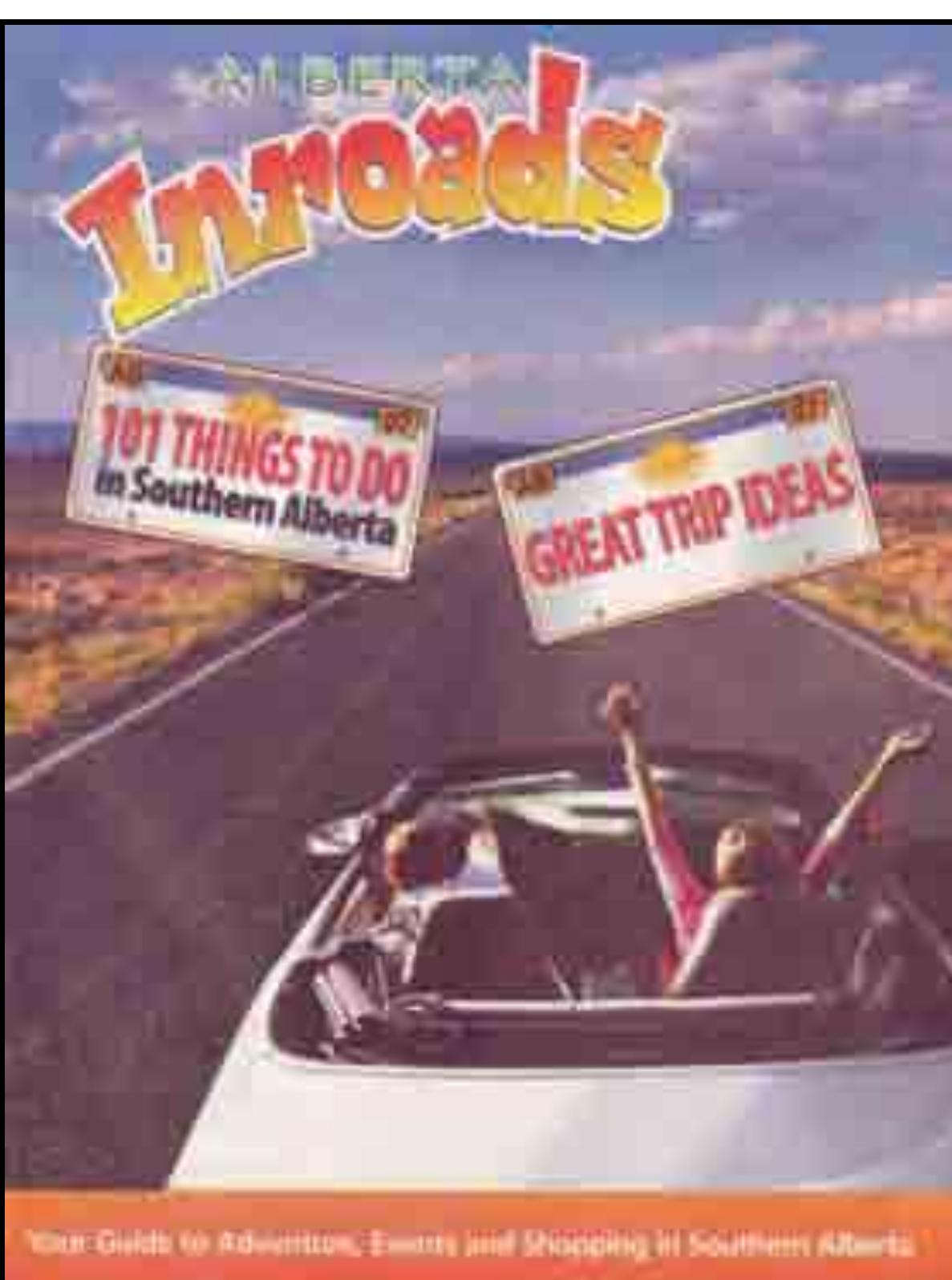
Suggestions:

- Promote the ambiance, then activities that visitors can't get closer to home.
- What and where are the 16 western themed attractions?
- Jettison the generic.
- Pick your season, then pick your passion. Experiences first, geography second.
- Focus: Ranch vacations and wilderness experiences.



Suggestions:

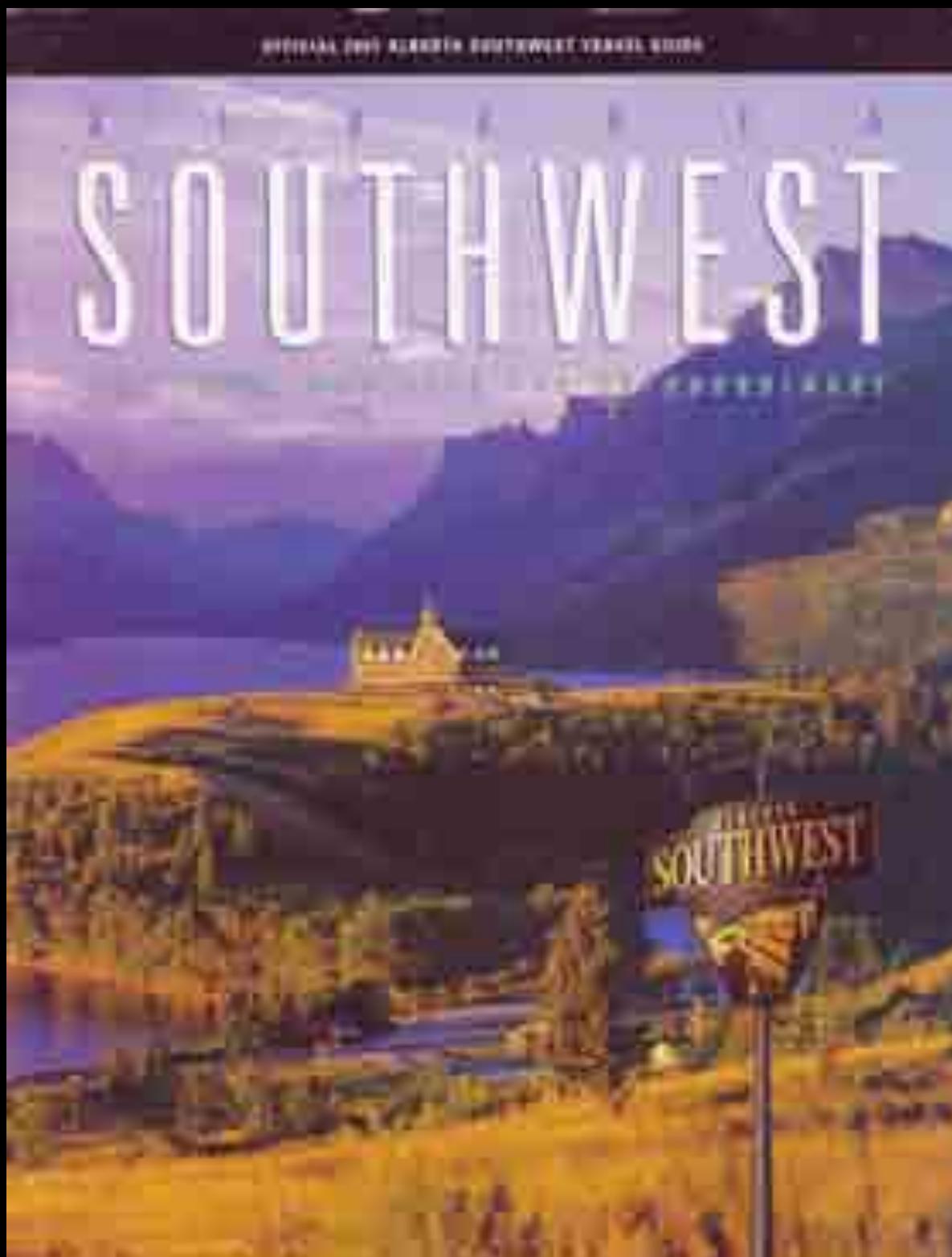
- Alberta South or SW Alberta? Can you combine them?
- What is Chinook Country? All the layers and geography designations make it confusing and hard to plan a trip to the region.
- This guide is about cities. If you are going to a certain city, this is a great resource.



This is a great idea. It revolves around activities - things to do, not just places to go.

Suggestions:

- Organize it like you would a tour. By experience, then in geographic order.
- Develop itineraries by type of activity.



This is, by far, the class act of all the guides to SW Alberta. Hands down.

- Stunning photography
- Great maps
- Excellent teasers
- Partners instead of advertisers

Suggestion:

- Change focus to “Pick your season, then pick your passion.”
- Create routes by type of experience and type of travel.

1. **Geography:**
 Located in the
 western United States,
 the state is known for
 its vast, open spaces and
 diverse landscapes.
 It is a major center for
 agriculture and ranching.
 The state is also home to
 some of the most
 beautiful national parks
 in the country.

2. **History:**
 The state has a rich
 history that dates back
 to the early days of
 settlement. It was one
 of the first states to
 be admitted to the
 Union. The state has
 played a significant
 role in the development
 of the western United
 States.

3. **Culture:**
 The state is known for
 its cowboy culture and
 rodeo traditions. It is
 also home to a diverse
 population of people
 from all over the world.
 The state has a strong
 sense of community and
 pride in its heritage.



1 2 3



State Symbols

State Flower:
 The state flower is the
 rose, which is a symbol
 of love and passion.

State Bird:
 The state bird is the
 junco, a small, hardy
 bird that is common
 throughout the state.

State Tree:
 The state tree is the
 piñon, a hardy tree that
 is well-adapted to the
 dry climate of the state.

State Animal:
 The state animal is the
 bison, a large, powerful
 animal that has been
 a part of the state's
 history for centuries.



Architecture:
 The state is known for its
 unique architectural style,
 which combines traditional
 Spanish and Mexican
 influences with modern
 design. The state is home
 to many beautiful
 historic buildings and
 landmarks.



Food:
 The state is known for its
 delicious food, which
 includes a variety of
 traditional dishes and
 modern cuisine. The state
 is home to many
 excellent restaurants and
 food trucks.



Transportation:
 The state has a well-
 developed transportation
 system, including a
 network of highways and
 public transit. The state
 is also home to many
 airports and seaports.



Education:
 The state has a strong
 commitment to education,
 and is home to many
 excellent schools and
 universities. The state
 is also home to many
 research centers and
 think tanks.



Healthcare:
 The state has a strong
 healthcare system, and is
 home to many excellent
 hospitals and medical
 centers. The state is also
 home to many
 research centers and
 think tanks.

Don't Let Your Last Opportunity Become a Lost Opportunity

The rule of closing the sale



**WHALE
WATCH**

100+ YEAR SOUND

WHALE

WATCH
TOURS



The advertisement features a yellow border and a blue background. The word 'WHALE' is written in large, bold, white letters with a yellow gradient. Below it, 'WATCH TOURS' is written in smaller, bold, yellow letters. A small circular logo is visible on the left side. The top of the ad has the text '100+ YEAR SOUND' in yellow. A person wearing a black hat is partially visible in the foreground, looking towards the right.

Tip

The top 3" of your brochure are critical.
Promote the experience, not the business or city.
Use yellows on a dark background.

RED SKY AT NIGHT
**SAILING
ADVENTURES**

Stunning Kootenay Lake, BC



Seamus (Dorset)

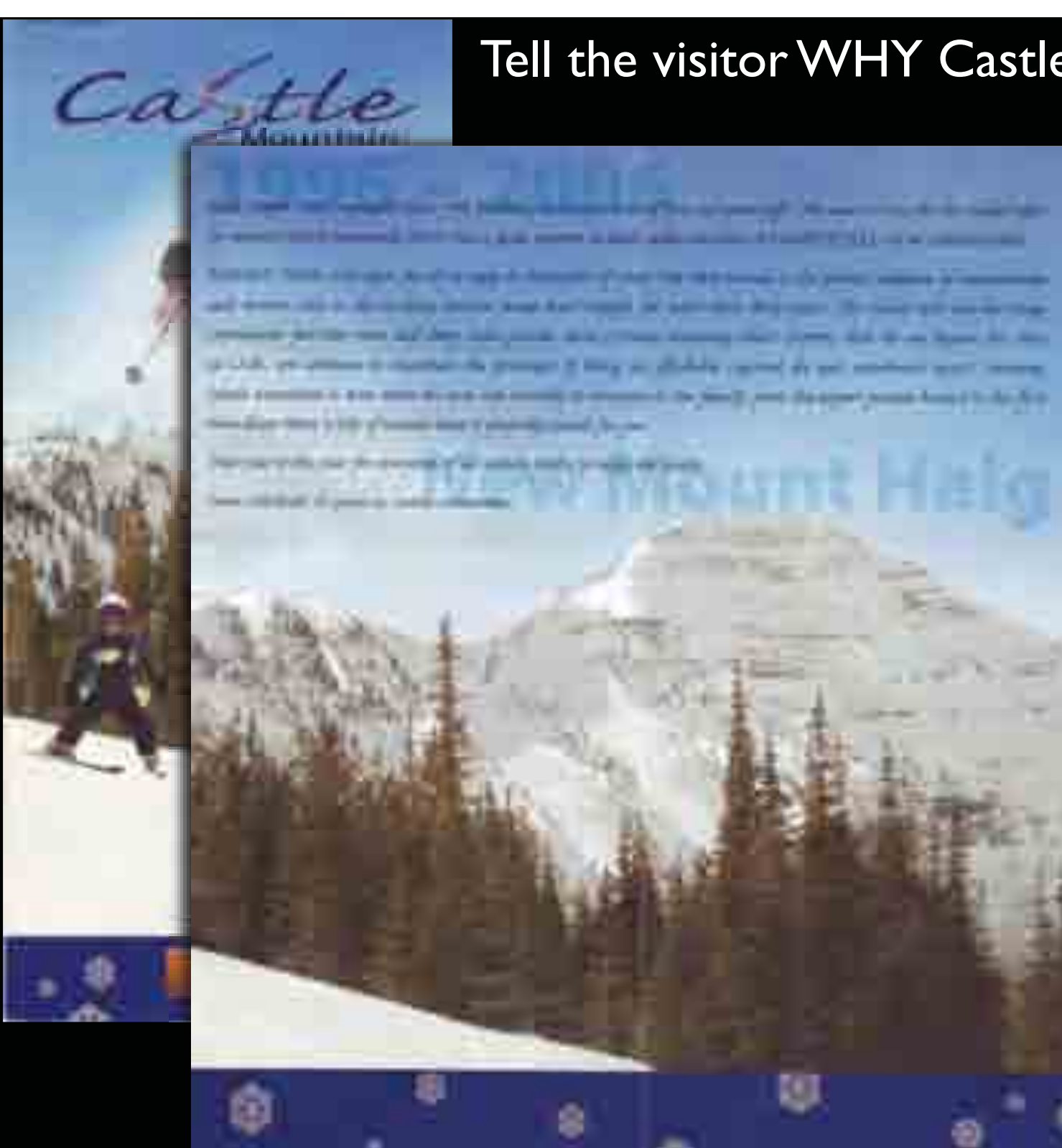
RED SKY AT NIGHT
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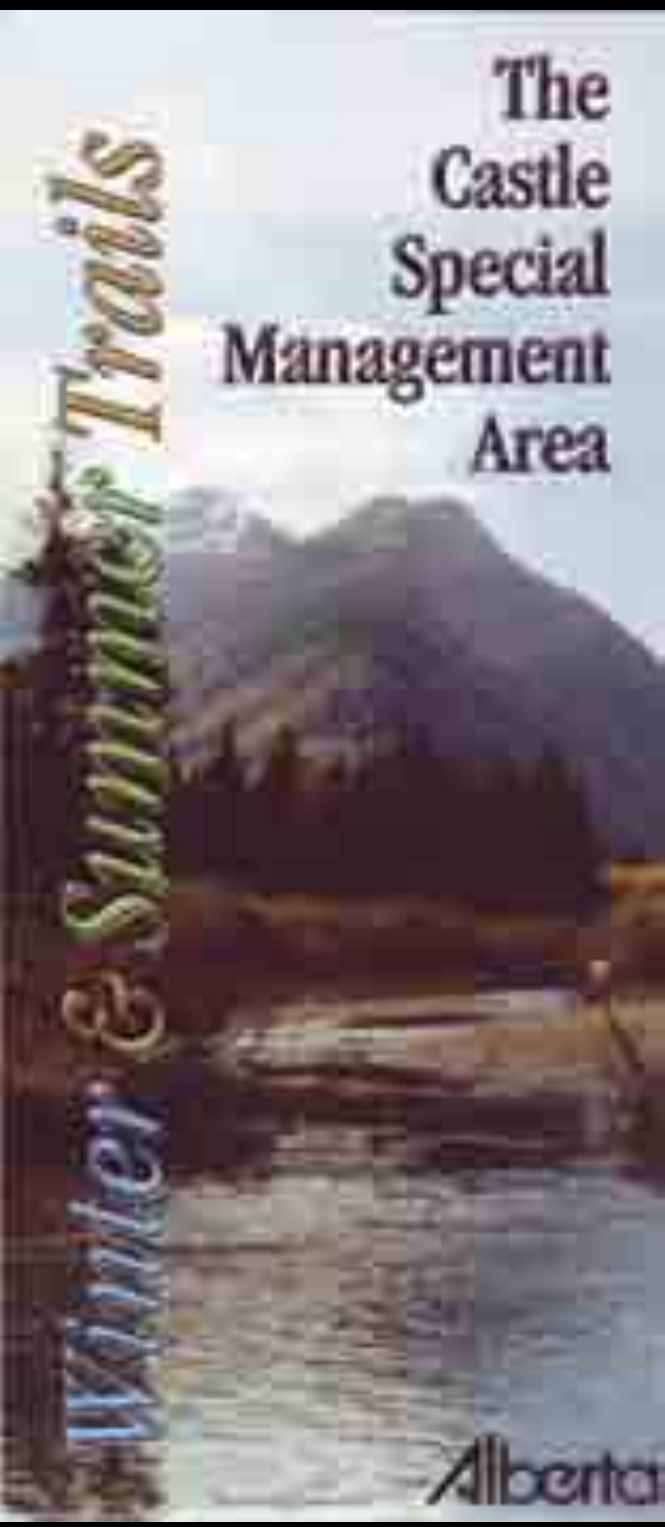
Tell the visitor WHY Castle Mountain.



Jettison the generic.

Sell the first-time visitor. Not everyone has been there before.

Pick Your Season.
Pick Your Passion.



This brochure is primarily a map with rules and regulations and does little, if anything, to sell the experience.

Tip

ALWAYS sell experiences, not places.
Tell me what you have or who you are,
tell me why I should visit you.

Kittitas Valley's Greatest Hits



It's yours in the Kittitas Valley's natural and man-made treasures for visitors and communities alike.

www.kittitasvalley.com

Winters are
 in the Kittitas Valley, you can enjoy the beauty of a snowy landscape. Snowshoeing, cross-country skiing, and ice skating are popular winter activities. The Kittitas Valley is a great place to enjoy the winter season.

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Map of the Kittitas Valley region.

Let Your Fingers Do the Walking

Rules for the internet



A few numbers to get us started

There are 320 million travel websites (today)

A new website is coming online every 3.5 seconds

There are 200+ million website users in N.America

Website visitors will wait 8 seconds for a page to load

70 % of website users never go past the first page of search results

82 % of website users never go past the second page of search results

A few numbers to get us started

94 % of travelers with internet access is it as their primary travel planning resource

70 % of people planning trips have difficulty finding what they are looking for

A few numbers to get us started

The internet ranks 4th in its influence in daily North American life.

#1: Electricity

#2: Automobile

#3: Television

Not bad for a technology that's been in common use for just 20 years.

Nearly 88% of all destination marketing organizations spend more on printed materials than the web!

Tip

Develop an e-marketing program.
This will create TOMA (Top of Mind Awareness)

What to do: “E-marketing”

San Diego Events & Promotions E-Updates

Stay on top of the latest San Diego Events & Promotions with E-Updates tailored to your interests.

First Name

Last Name

E-mail

Zip / Postal Code

Country

Please tell us your reasons for visiting San Diego: (Select all that apply)

Family Vacation Dining & Cultural Special Offers

Conference/Meeting Golf & Outdoors

All information submitted through email or forms available on this site will be deemed private and used solely for the stated purposes. This information will never be sold or shared to third parties and will be deleted after it is no longer required.

Tip

Purchase key words (pay per click).

Existing Customer Login

Email:

Password:

[Forgot your password?](#)

Start gaining new customers in less than 15 minutes.

Google AdWords ads connect you with new customers at the precise moment when they're looking for your products or services. The Google Network reaches more than 80% of Internet users.*

With Google AdWords you create your own ads, choose keywords to help us match your ads to your audience and pay only when someone clicks on them.



Common Questions

[Is AdWords right for my business?](#)

[What does it cost?](#)

[Where will my ads appear?](#)

[What are Google image ads?](#)



Learn More

- [Quick Tour](#)
- [Program Details and FAQ](#)

Sign Up Now

OR VIEW OUR [SIGN UP GUIDE](#)

Your ads show up on Google almost instantly.

Write your ads. Select your keywords. Set your budget. Start seeing results.

You choose where your ads appear.

New! Target your ads by location. Specify countries or cities, or define your own area. [Learn more.](#)

Online reporting tells you what's working. Changes are free.

You have total control over every aspect of your campaign.

Want expert help?

Let our specialists [design a campaign for you](#). (New advertisers only.)

Google AdSense

If you are a web publisher and would like to learn about displaying Google AdWords on your site, [click here](#).

* Media Matrix, December 2003



Sponsored Search.
How smart businesses connect with customers.

LOCAL ADVERTISING
Turn web traffic into foot traffic.

SEARCH ADVERT
Take your algorithm beyond web traffic.

YAHOO! SHOPPING
Reach motivated buyers online.

PRODUCTS AND SERVICES

- Sponsored Search** - Reach 80% of active Internet users through top search engines like Yahoo!
- Local Advertising** - Target prospects searching for businesses in your neighborhood.
- Search Advertis** - Expand your reach and coverage in algorithmic search listings.
- Yahoo! Shopping** - Reach millions of motivated buyers through Yahoo! Shopping.
- Travel Advertis** - Promote your offers and deals to eager travelers on Yahoo! Travel.
- Shopping Advertis** - Promote your business in the Yahoo! Directory.

YAHOO! SHOPPING
Reach motivated buyers online.

Access to 80% of active Internet users who search for products and services like yours.

Access to 80% of active Internet users who search for products and services like yours.

Google

Home Images Maps News

Search

Google Search Google Scholar

Advertise with us | Business Solutions | Services & Tools | Jobs, Press & More

©2008 Google - Shopping & AdWords are trademarks

Google logo
Web - images - maps - news - products - more
tourism consulting
[Search] [Advanced Search]

Web Results 1 - 10 of about 1,340,000 for tourism consulting: (0.35 seconds)

Atlantic Tourism Consulting
Atlantic Tourism Consulting (ATC) can help individuals, existing businesses, community economic development organizations, and volunteer non-profits.
www.whitazilla.com/tourism/ - UK - Contact - Similar pages

Atlantic Tourism Consulting - Newsgroups
... marketplace | rec.travel.tmsi: | To contact Atlantic Tourism Consulting send e-mail to tourism@whitazilla.com or call 902.497.8899. ATC can be ...
www.whitazilla.com/tourism/tourism_newsgroups.html - UK - Contact - Similar pages
[More results from www.whitazilla.com]

Tourism Consulting & Tourism Consultants
Tourism consulting and training in marketing planning and development for tourism hotels, resorts, restaurants, attractions, national and state tourist offices ...
amsi.ca/publish.edu/~atourismconsulting.htm - UK - Contact - Similar pages

Alaska Hospitality Consulting & Tourism Consulting, Tourism
... TOURISM CONSULTING & TRAVEL RESEARCH ...
oasis.cd.purdue.edu/~atourism/Alaska.htm - UK - Contact - Similar pages
[More results from www.purdue.edu]

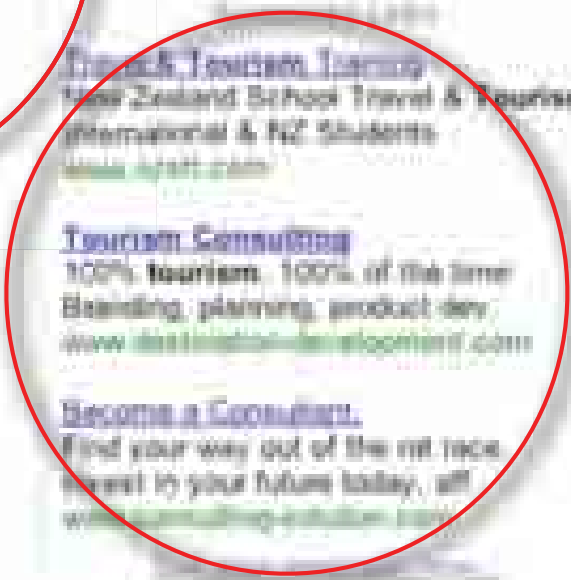
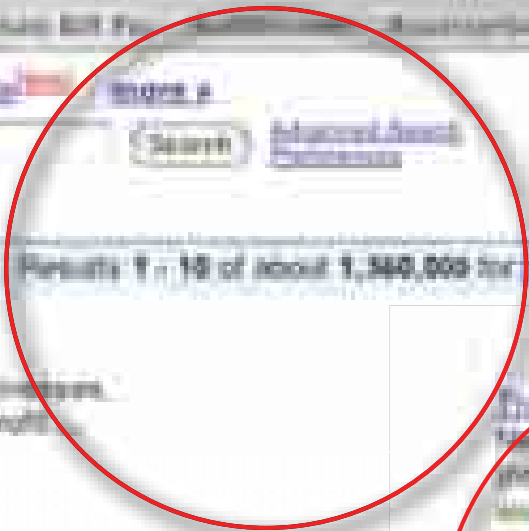
Golf & Tourism Consulting GbR
Der Beratungsdienstleister rund um die Themen Golf und Golfurlaub stellt sich vor, informiert über ...
www.gbt-golf.com/ - UK - Contact - Similar pages

Cyprus Hotels Hospitality Leisure Tourism Consultants
Cyprus Yellow Pages, Contacts - Home HOTEL CONSULTANTS Company

Travel & Tourism Training
New Zealand School Travel & Tourism International & NZ Students
www.ztt.com

Tourism Consulting
100% tourism, 100% of the time
Building, planning, product dev.
www.destinationdevelopment.com

Become a Consultant
Find your way out of the rat race
Invest in your future today, all
www.consulting-consult.com



YAHOO! search

Web

SPONSORED RESULTS [View all sponsored results](#)

1. Tourism and Resort Marketing Consulting Tourism and resort consulting services including general site planning, branding, business and joint venture recruitment, development services.
www.tourismconsulting.com

TOP 10 WEB RESULTS [View all top 10 web results](#)

1. Tourism Consulting & Tourism Consultants
Tourism consulting and training in marketing planning and development for tourism, hotels, resorts, spas, cruise, attractions, national and state tourist offices, and commercial and cruise business. ... **Tourism Consulting, TOURISM CONSULTING & TRAVEL RESEARCH** provides specialized in consulting and research in Hospitality, marketing, business planning, travel research, brand.
www.tourismconsulting.com | 24 | 100000 | 1000 10000 1000 1000 1000

2. Atlantic Tourism Consulting
Responsible Tourism Development's Atlantic Tourism Consulting (ATC) can help individuals, existing ... To Contact Atlantic Tourism Consulting send e-mail info@atlantic.com or
www.atlantic-tourism.com | 24 | 100000 | 1000 10000 1000 1000 1000

3. Tourism Consulting
Getting serious in tourism consulting services the entire world development in events is quite a challenge with ... **Tourism Consulting | Smarter's Hub**
www.gettravel.com | 24 | 100000 | 1000 10000 1000 1000 1000

4. Harbortree Media & Tourism Consulting
This community website events and projects provided by Harbortree Media & Tourism Consulting. This community is about event marketing, event management, sustainable tourism and community development. ... **Harbortree Media & Tourism Consulting Inc.** have been providing management consulting services.
www.harbortree.com | 24 | 100000 | 1000 10000 1000 1000 1000

5. ProSavvy: Travel & Tourism Consulting Marketplace
Online website for travel industry consultants. Database features profiles consultants and a network of regional users. Registration required.
www.prosavvy.com | 24 | 100000 | 1000 10000 1000 1000 1000

6. Tourism Consulting Canada - Patrick Kent Foster
Tourism Consulting Canada - Patrick Foster is a leading Canadian Management Consulting firm offering expert tourism consulting services in Canada's hospitality and tourism industry. ... **Tourism Consulting Canada - Tourism planning Canada - Tourism Development Canada** - provider of tourism consulting in Canada - business planning Canada - business development Canada.
www.patrickfoster.com | 24 | 100000 | 1000 10000 1000 1000 1000

What to do: Find strong keywords

HOME | ABOUT | GOLF | AMENITIES | RECREATION | NEWS & UPDATES | CONTACT



TETON SPRINGS
All Season Resort Community

Discover the world-class amenities of the Teton Mountain Range at an exclusive site in the Teton Valley. Teton Springs is a premier resort community featuring an 18-hole golf course designed by Byron Nelson, Gary Stephenson, and Steve Jones.

Source: <http://www.tetonresort.com/home.html>

```
<title>
</title>
<meta>
</meta>
<link rel="stylesheet" rev="stylesheet" href="style.css">
<title>Teton Springs - All season resort community, golfing, fishing, hiking, biking,
skiing - Teton Valley, Idaho.</title>
<meta name="keywords" content="resort golf community, teton valley, golf idaho, idaho real
estate, real estate, Teton Springs, Teton Springs Idaho, Mountain Bike Jackson Hole, Golf
Jackson Hole, Mountain Bike Teton Valley, Golf Teton Valley, Mountain Bike Yellowstone, Golf
Yellowstone, Mountain Bike Idaho, Resorts Idaho, Fishing, Fish Teton Valley, Resorts Jackson
Hole, Fish Idaho, Idaho, Jackson hole, vacation, lodging, dining, shopping, skiing,
alpine skiing, nordic skiing, backcountry, flyfishing, fishing, backpacking, snowboarding,
cross country, nordic, powder, skiing, climbing, rock climbing, ski, mountains, snow, Byron
Nelson, Gary Stephenson, Steve Jones">
<meta name="description" content="Teton Springs, a resort golf community located in Teton
Valley, Idaho, features an 18 hole golf course designed by Byron Nelson, Gary Stephenson, and
Steve Jones.">
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<meta name="robots" content="all">
<meta name="robots" content="index,follow">

<script src="js/menu.home.js"></script>

<script type="text/javascript">
function video() {
</script>
<script language="javascript">
</script>
```





Web Search Images Maps News Books Groups

Simple search



Search: [] Do with: [] page from Canada

Web

Results: 1 - 10 of over 6,200,000 for **Things about** [] [] []

Ski Alberta. The comprehensive guide to skiing in Alberta
 Access Websites for Skiing, Snowboarding, Cross country skiing, Weather and Accommodations in Alberta. We have some of the best discounts for skiing winter...
[www.skiathome.com/ + 99 - Contact - Home page](#)

SkiCentral - Alberta Ski Resorts
 Alberta ski resorts directory featuring Alberta resorts with rates, lodging, ski rentals, packages and more.
[www.ski-central.com/ + 29 - 8 Jan 2007 - Contact - Home page](#)

Banff hotels, Canada - Banff ski packages, Vacations, Ski Resort
 Sunterra Village - Banff Ski Resort in Canada. Banff hotels, lodging and travel guides, and more. Home Report, Banff Canada Alberta.
[www.banff.com/ + 99 - 8 Jan 2007 - Contact - Home page](#)

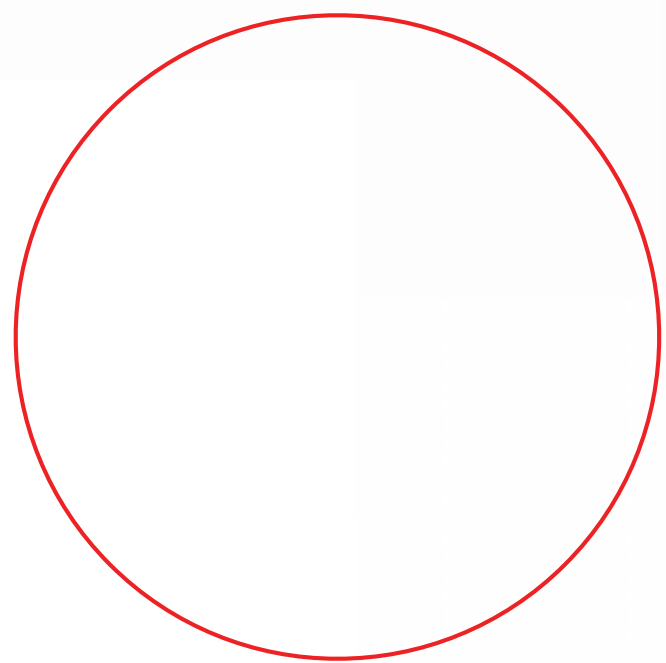
Banff Lake Louise Mountain Resort Canada - Banff Ski Vacations
 Official site of Banff Lake Louise Mountain Resort. Come ski Banff! Book Banff ski vacations including tickets, hotels and lodging, ski gear, rentals...
[www.louise.com/ + 99 - Contact - Home page](#)

Ski Marmot Basin, Canadian Rockies Ski Resort - Jasper, Alberta
 A ski area, located in Jasper National Park, Alberta. Weather, photographs, events, accommodations, lift tickets, and rentals.
[www.marmot.com/ + 99 - Contact - Home page](#)

Alberta Skiing & Alberta Ski Resorts | Avist.com
 Daily reports 2005-2006 Alberta Skiing (links offer information and statistics on the best ski resorts in Alberta).
[http://www.avist.com/ + 99 - Contact - Home page](#)

Ski Accommodation - Ski Resort Hotel, Condo and Chalet
 Featuring North America's finest ski accommodations in British Columbia, Colorado, Utah, Idaho, Montana, Alberta, and Wyoming.
[www.ski.com/ + 29 - Contact - Home page](#)

Shling - Alberta - Alberta Ski Hill
 Ski Funarium - Princess Margaret. The mountain is located 113 km (71 miles) or an 80 minute drive from Calgary, Alberta. Princess Margaret offers services...
[www.shling.com/ + 99 - Contact - Home page](#)



Another great opportunity.

The image shows a Google search results page for the query "British Columbia Skiing". The search bar at the top contains the text "British Columbia Skiing" and "Search". Below the search bar, the results are listed. The first result is "British Columbia Skiing - The best ski, snowboard and mountain ...". The second result is "Skiing, Snowboarding & Ski Resorts in British Columbia, Canada". The third result is "Skiing in British Columbia - BC Ski Info". The fourth result is "SkiCentral - British Columbia Ski Resorts". The fifth result is "Hot Skiing BC Canada | Rainbow Helicopters - Helicopters - British ...". The sixth result is "Ski Accommodations - Ski Resort Hotel, Condo and Chalet ...". The seventh result is "Farms Alpine Resort Canada - Farms Ski Vacations". The eighth result is "Santitas Lodge Snowed Skiing - British Columbia, Canada". On the right side of the page, there is a sidebar with four additional results: "British Columbia Skiing Ski Vacations At Squamish Mountain", "British Columbia Skiing Official Winter Site - Back Road", "British Columbia Skiing From BC Official Summer Site", "British Columbia Skiing Great BC Accommodation Deals", "British Columbia Skiing Take a Personal Tour of 104+ BC's Resorts, Lodges, Cabins, & Homes", and "Whitcomb Alpine Lodge All inclusive Backcountry Packages, Book Your Trip Today".

Google

Web Images Maps News Books Videos

Search: British Columbia Skiing

Results: 1 - 16 of about 1,448,000 for British Columbia Skiing (0.14 seconds)

British Columbia Skiing - The best ski, snowboard and mountain ...
Skiing and snowboarding great in British Columbia
[www.britishskiing.com](#) - 204 - 18 Jul 2007 - Cached - [View page](#)

Skiing, Snowboarding & Ski Resorts in British Columbia, Canada
In British Columbia there's almost always snow on the ground. Great mountains and great views of powder snow await skiers and snowboarders in BC.
[www.britishskiing.com](#) - 204 - 18 Jul 2007 - Cached - [View page](#)

Skiing in British Columbia - BC Ski Info
Skiing and ski resorts in British Columbia, Canada
[www.britishskiing.com](#) - 204 - 18 Jul 2007 - Cached - [View page](#)

SkiCentral - British Columbia Ski Resorts
British Columbia ski resorts directory featuring British Columbia resort web sites, lodging, ski vacation packages and more.
[www.ski-central.com/britishcolumbiaskiresorts](#) - 278 - 18 Jul 2007 - Cached - [View page](#)

Hot Skiing BC Canada | Rainbow Helicopters - Helicopters - British ...
Hot Skiing in BC Canada - BC heliskiing and snowboarding in British Columbia Canada with Rainbow Helicopters licensed heliops between Squamish and ...
[www.rainbowhelicopters.com](#) - 178 - 18 Jul 2007 - Cached - [View page](#)

Ski Accommodations - Ski Resort Hotel, Condo and Chalet ...
Featuring North America's finest ski accommodations in British Columbia, Colorado, Utah, Idaho, Montana, Alberta, and Wyoming.
[www.skihome.com](#) - 128 - 18 Jul 2007 - Cached - [View page](#)

Farms Alpine Resort Canada - Farms Ski Vacations
Official site of Farms Alpine Resort. Come ski Farms. Book Farms ski vacations including hotels, condos and lodging, airfare, rentals, and ski school.
[www.farmsresort.com](#) - 278 - 18 Jul 2007 - Cached - [View page](#)

Santitas Lodge Snowed Skiing - British Columbia, Canada
Snowed skiing and snowboarding tours in the Selkirk Mountains of British Columbia, Canada. Looking for hot skiing sites? Our skiing is a choice.
[www.santitas.com](#) - 178 - 18 Jul 2007 - Cached - [View page](#)

British Columbia Skiing
Ski Vacations At Squamish Mountain
Official Winter Site - Back Road
[www.backroad.com/brs/index.html](#)

British Columbia Skiing
From BC Official Summer Site
Great BC Accommodation Deals
[http://bc.com/summer/skiing](#)

British Columbia Skiing
Take a Personal Tour of 104+ BC's
Resorts, Lodges, Cabins, & Homes
[www.britishskiing.com](#)

Whitcomb Alpine Lodge
All inclusive Backcountry Packages,
Book Your Trip Today.
[www.whitcomb.com](#)

Suggestion: Buy the keyword. Title: "On your way to Banff..."



No need to buy the spot if you're already on the "free" side

The image shows a screenshot of a Google search results page. At the top, the Google logo is on the left, and the search bar contains the text "castle mountain". To the right of the search bar are buttons for "Search" and "Images". Below the search bar, there are navigation links for "Web", "Images", "Books", "Maps", "Videos", "Groups", and "More". The search results are displayed in a list format, with each result having a blue title, a short description, and a URL. The results are as follows:

- Castle Mountain Road**
Castle Mountain Rd and Interhouse Road in Southern Alberta offers the longest continuous fall line in Canada. Average elevation is over 29 feet.
[www.castlemountain.ca](#) | 403-243-1111 | [Contact](#) | [Email page](#)
- Castle Mountain Road**
Castle Mountain Rd Road offers the longest continuous fall line in Canada. Average elevation is over 29 feet. The Castle is the jewel of the Crown on the ...
[www.castlemountain.ca](#) | 403-243-1111 | [Contact](#) | [Email page](#)
- Castle Mountain Road, Diamond Pass, Highway 124**
Lodging, Recreation, Dining and Retail Stores in the Canadian Rocky Mountains for Diamond Pass Castle Mountain Road, Western and southwestern Alberta area ...
[www.castlemountain.ca](#) | 403-243-1111 | [Contact](#) | [Email page](#)
- Barff District and Crown Remains: Castle Mountain Choices (Barff)**
Barff provides a variety of scenic views of the Rocky Mountains and is located in Barff National Park, Alberta, Canada. Enjoy your unforgettable visit ...
[www.castlemountain.ca](#) | 403-243-1111 | [Contact](#) | [Email page](#)
- Alpine Club of Canada | Clubhouse and Mountain Huts | Castle**
The Alpine Club of Canada - Canada's National Mountaineering Organization
[www.alpineclub.ca](#) | 403-243-1111 | [Contact](#) | [Email page](#)
- Castle Mountain Rd Lodge**
Castle Mountain Rd Lodge and Hotel located in Banff, Southern Alberta.
[www.castlemountainlodge.com](#) | 403-243-1111 | [Contact](#) | [Email page](#)
- Peaks of the Canadian Rockies**
Photo: Looking north-westward to Castle Mountain (Interhouse Peak at right) from ... (left) levels of snow drifts from the "castle" part of Castle Mountain ...
[www.gallopandgo.com](#) | 403-243-1111 | [Contact](#) | [Email page](#)
- 16 Backpacker Hostels in Alberta, Canada - HI Castle Mountain**
Featuring the best HI backpacker hostels in the Rockies! Barff, Lake Louise and Calgary Backpacker Hostels (some are located) from around the world.
[www.hostels.com](#) | 403-243-1111 | [Contact](#) | [Email page](#)



Things to Do in Alberta - Alberta Attractions - TripAdvisor
Alberta attractions: Visit TripAdvisor, your source for the world's best (and most) travel reviews and guidebook. Learn about things to do in ...
[www.tripadvisor.com/Attractions/AlbertaAttractions.cfm?cid=21818](#) (last 2008)
Search | Sign in

Things to do in Alberta & Alberta Attractions - Travelocity
Find the best things to do, museums, attractions, and travel advice about Alberta on Travelocity.
[www.travelocity.com/attractions/Alberta_attractions.do?cid=1000](#)
Search | Sign in

Travel Alberta Live - Things To Do
Get a full 24-hour culture in Alberta's city, inspired by a truly worthy historical past with local, mountain-and-prairie outdoor adventures. Read More >
[www.travelalberta.com/ThingsToDo.cfm?cid=1000](#) | Sign in | Search | Sign in

Frontier of Alberta Things To Do - Travel Guides - VirtualTourist.com
Frontier of Alberta attractions and sightseeing with reviews, photos and photos posted by real travelers and locals. Find travel tips for Frontier of ...
[www.virtualtourist.com/Attractions/AlbertaThingsToDo/Attractions_of_Alberta_0001.htm?cid=1000](#) | Sign in | Search | Sign in

Edmonton - Things To Do - Alberta, Canada Zoos, Museums
Go to Alberta Zoos, Aquariums, Theme Parks, Events, Parks, Museums, Arts, Parks, Regional, Historic Sites, Wineries, Breweries, Casinos, etc.
[www.edmonton.ca/attractions/attractions.cfm?cid=1000](#) | Sign in | Search | Sign in

Alberta | Things To Do in Alberta
Alberta | Things To Do in Alberta: Tours, information and photos
[www.visitalberta.com/attractions/attractions.cfm?cid=1000](#) | Sign in | Search | Sign in

Alberta Things to do
Complete, accurate information on Alberta travel, including photos and reviews. All your trip can start here.
[www.alberta.com/attractions/attractions.cfm?cid=1000](#) | Sign in | Search | Sign in



www.google.com

Advanced Search

Web Results 1 - 10 of about 1,000,000 for ski montana (0.28 seconds)

Skiing, Snowboarding, Snowmobiling... It's Winter in Montana!

10 Ski Areas • 14000+ acres of skiing or riding • 924 lifts • 400 inches of snow • 223 days of sunshine. [155 Montana Snow Report](#) ...

[www4.com](#) • 284 • Contact • Search again

Downhill Skiing, Ski Areas and Resorts in Montana

But if that's not enough, take a look at these great offers from Montana's ski areas. Backcountry skiing adventure doesn't get any better than guided ...

[www4.com](#) • 191 • 284 • Contact • Search again

[View results for Montana.com]

Big Sky Resort, Montana - Skiing, Golfing, Luxury Accommodations

Experience Big Sky Resort in Montana. Skiing, Golfing, Shopping and plenty of activities for your family or a ... [Montana ski vacation. Check here first](#) ...

[www.bigskyski.com](#) • 106 • Contact • Search again

Big Mountain Ski Resort in Whitefish, Montana - Winter Season 2008 ...

Big Mountain Ski Resort located in Whitefish, Montana in the beautiful Flathead Valley near Glacier National Park.

[www.bigmt.com](#) • 11 Jun 2007 • Contact again

SkiCentral - Montana Ski Resorts

Montana ski resorts directory featuring Montana resort web sites, lodging, ski vacation packages and more.

[www.skicentral.com](#) • 104 • 106 • Contact • Search again

Showdown Montana Ski Resort

General information about Ski resort, located 80 miles south of Great Falls.

[www.showdownski.com](#) • 174 • Contact • Search again

Bridger Bowl Ski Area - Bozeman, Montana

Bridger Bowl ski resort is located in Bozeman, Montana close to Yellowstone National Park and is renowned for its light, deep powder snow and variety of ...

[R. May \(2 15795 Bridger Canyon Rd, Bozeman, MT 59713\)](#)

[www.bridgerbowl.com](#) • 156 • Contact • Search again

Ski Blacktail Mountain-Lakeside, Montana



all Alberta

Search

Advanced Search

Web

Results 1 - 10 of about 1,360,000 for all Alberta (0.22 seconds)

[Ski Alberta. The comprehensive guide to skiing in Alberta](#)

Access Websites for Skiing, Snowboarding, Cross country skiing, Weather and Accommodations in Alberta. We have some of the best mountains for skiing within...

[www.skiAlberta.com](#) - 21 - Contact - Search page

[SkiCentral - Alberta Ski Resorts](#)

Alberta ski resorts directory featuring Alberta resort web sites, lodging, ski vacation packages and more.

[www.skiingcentral.com/alberta.html](#) - 20 - 5 Jun 2007 - Contact - Search page

[Alberta Ski & Snow Condition Reports - OnTheSnow](#)

OnTheSnow provides Alberta ski reports, Alberta snow reports, Alberta snow conditions. Visit us online for more resort details including Alberta snow...

[www.onthesnow.com/AlbertaReport.html](#) - 46 - Contact - Search page

[Ski Alberta](#)

Alberta Ski Resorts, travel companies and ski vacation packages. Lodging many places to stay at or near ski areas in Alberta.

[www.skiAlberta.net](#) - 14 - Contact - Search page

[Ski Alberta](#)

Below is a list of ski lifts throughout Alberta with areas such as Banff, Calgary, Edmonton, Lake Louise and Red Deer that have registered with...

[www.skiingcentral.com/alberta-ski-lifts.html](#) - 17 - Contact - Search page

[Ski Alberta: Ski resorts in Alberta / Alberta ski resorts](#)

Ski Alberta: Find Alberta ski accommodations and lodging for ski and snowboard holidays and vacations at or near Alberta Ski Resorts.

[www.guest.com/Ski-Resorts/Alberta.html](#) - 17 - Contact - Search page

[Banff hotels, Canada - Banff ski packages, Vacations, Ski Resort](#)

Southern Village - Banff Ski Resort in Canada. Banff hotels, lodging and hotel guides, web cams, snow report, Banff Canada Alberta.

[www.kitbanff.com](#) - 16 - 5 Jun 2007 - Contact - Search page

[Ski Merritt Basin, Canadian Rockies Ski Resort - Jasper, Alberta](#)

A ski area, located in Jasper National Park, Alberta. Weather, photographs, events,

Create reciprocal links. It will boost you to the first page.

Remington Carriage Museum

- Family Highlights
- Family Fun
- Site Information
- Special Events
- Education Programs
- Site Map
- Events
- Links



The largest collection of horse-drawn carriages in North America

Open Year Round 7 Days a Week

Take a step back in time and experience life in the 19th century as reflected in its culture, its work and play.

Links

Discovering Carlton and Area

- Town of Carlton - www.townofcarlton.ca
- Alberta Temple - www.albertatemple.com
- Great Canadian Barn Dance - www.greatcanadianbardance.com
- Watson Lakes National Park - www.watsonlakes.ca
- Mountain to Mountains - www.mountaintomountains.com
- Carriage House Theatre - www.carriagehousetheatre.com

Discovering Alberta

- Travel Alberta - www.travelalberta.com
- The Cowboy Trail - www.thecowboytrail.com
- Trail of the Great Bear - www.trailofthegreatbear.com
- Discover Alberta - www.discoveralberta.com
- Alberta South Tourism Destination Region - www.albertasouth.com
- Chinook County Tourist Association - www.chinookcounty.com

Other Historic Sites and Museums

- Head-Start(er) in Buffalo, Lure - [www.head-start\(er\).com](http://www.head-start(er).com)
- Frank Side Interpretive Centre - www.frankside.com
- Alberta's Provincial Historic Sites - www.albertaheritage.com
- Alberta's Museums Network - www.museumsofalberta.ca
- Books: Aqueduct of the Eastern Irrigation District site - www.aill.ca
- Books: Aqueduct 360 Degree Tour - www.aqueduct360.com
- Saskatchewan Western Development Museum - www.westernmuseum.com



Web Results 1 - 10 of about 368,000 for [pincher creek](#). (0.18 seconds)

[Pincher Creek & District Chamber of Economic Development](#)

Official website. Includes information on attractions, future vision and facilities.

www.pincher-creek.com/ - 278 - [Contact](#) - [Home](#) [More](#)

[Attractions](#) - www.pincher-creek.com/page.asp?ID=3

[Business Directory](#) - www.pincher-creek.com/business.asp

[Events](#) - www.pincher-creek.com/communities.asp

[Home](#) - www.pincher-creek.com/

[Sponsored Links](#)

[Visiting Pincher Creek?](#)

Your Official Travel Site

Great Rates from 100+ Hotels Sites

www.kayak.com

[Pincher Creek & District Chamber of Economic Development, Events](#)

Offers information on annual fall cowboy poetry and society history.

www.pincher-creek.com/page.asp?ID=28 - [Contact](#) - [Home](#) [More](#)

[Welcome - Town of Pincher Creek Alberta](#)

or Choose 1 of these 2 sections

www.pincher-creek.ca/ - 28 - [Contact](#) - [Home](#) [More](#)

[Pincher Creek Echo, Pincher Creek, AB](#)

Weekly newspaper in Pincher Creek

www.pincher-creek-echo.com/ - 128 - [Contact](#) - [Home](#) [More](#)

[Pincher Creek, Alberta - Wikipedia, the free encyclopedia](#)

Pincher Creek is a town in the southwest of Alberta, Canada. It is immediately to the east of the Rocky Mountains in the heart of ranching country.

en.wikipedia.org/wiki/Pincher_Creek,_Alberta - 287 - [Contact](#) - [Home](#) [More](#)

[RE/MAX Pincher Creek, Alberta, Real Estate](#)

RE/MAX Real Estate, Pincher Creek, Crowneet Pass, Rocky Mountains, Alberta Homes, Realty, Realtors, mortgage calculator, homes for sale, Pincher Creek

www.remax-pincher-creek.com/ - 26 - [Contact](#) - [Home](#) [More](#)

[Welcome to the MD of Pincher Creek Inc.!](#)

Information on the MD of Pincher Creek municipal government services for the MD of Pincher Creek can be found here.

www.municipal-creek.ab.ca/ - 28 - [Contact](#) - [Home](#) [More](#)

[Pincher Creek Lodging & Accommodation: Lodging Guide for Pincher](#)

Pincher Creek lodging & accommodation guide. Includes a complete list of places to stay in

Tip

Develop a separate visitor site or a front door with two options.

Jettison the generic. Provide details, details. Tell me WHY.

The screenshot shows the Castle Mountain website with a green header and navigation menu. The main content area features a large image of a purple flower. Below the image are several promotional blocks: a 'Welcome to Castle Mountain' section with a 'Discover Nature At It's Best!' sub-header, a 'Newsletter' sign-up form, a 'Real Estate Opportunities' section, and three vertical banners for 'Kashlberg Festival', 'Castle Vacations', and 'SEASONS OF PLAY'. The footer contains a list of links: Home, About Us, Contact Us, Real Estate, News, Contact.

Castle Mountain

Kashlberg Festival

PHOTOS

Home | About Us | Contact Us | Real Estate | News | Contact

Discover Nature At It's Best!

Head to every mountain, Alberta this summer and enjoy the quiet, unspoiled area, the most spectacular scenery, wildlife and so much more. We invite you to visit and enjoy outstanding mountain experiences. Discover nature at it's best!

Newsletter

The Castle Mountain News & Newsletter is an easy way to access the latest news, upcoming events and activities, snow conditions, weather forecasts and much, much more!

We want you to enjoy Castle Mountain and stay often!

Sign up now! [Sign Up!](#)

Real Estate Opportunities

Opportunities are available to purchase exclusive properties and homes at the base of Castle Mountain Resort.

View more info at [Real Estate](#).

Kashlberg Festival

Castle Vacations

WORK & PLAY

SEASONS OF PLAY

Home | About Us | Contact Us | Real Estate | News | Contact



PHOTOS

[Home](#) [About Us](#) [Contact Us](#) [Privacy Policy](#) [Terms of Use](#) [Sitemap](#)

[Contact](#)

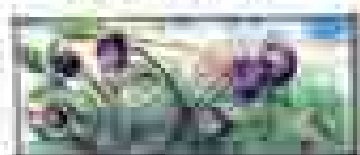


Huckleberry Festival 2007

Castle Mountain Community Association

[Schedule of Events](#)

Sometimes
Even Huckleberries
Get the Blues



Saturday August 11
2007

PRESENTS

The 12th Annual Huckleberry Festival
Sometimes even Huckleberries get the Blues

This year we are celebrating the awesome event
on August 11 at Castle Mountain Resort
in sunny southern Alberta Canada.

This will mark our 12th festival!!
So what a great time to sing the Blues.
Sometimes Even Huckleberries Get the Blues
on Saturday August 11 2007.

People from near and far gather for a great time.
We look forward to seeing you here!

For more info Contact: 403 637 5101
email: info@cm.ca

Tip

Make sure all your marketing materials are available online for both viewing AND download.

Tip

Develop custom URL's that are easy to remember.

What to do: Purchase easy to remember URLs

- Make your website address your key marketing focus along with a toll-free number. Addresses, fax numbers not necessary.
- Match website addresses to your message.

intimate

inviting

intoxicating

incomparable

Yosemite this winter

information & incentives: yosemitethiswinter.org

POINT Sell the sizzle (no pun intended)

You're Getting
Warmer.



Worship the sun, anytime of year. Tucson's fabulous weather makes
any day the perfect day to treat yourself to our spectacular climate.

Explore miles of unbelievably hot desert and stunning mountain trails,

play golf, dine alfresco or just kick back by the pool. Go to www.WorshipTheSun.com

and start planning your perfect winter vacation warm up.

1-888-2TUCSON | Metropolitan Tucson Convention & Visitors Bureau

Tucson 
Real. Natural. Arizona.

POINT

Start your site with "Pick Your Season"
then "Pick Your Passion."

Sell experiences. Not places. Make it easy
with a clear central focus.

Success Begins With a Good Architect

The rule of planning



Tourism Development & Marketing Plan

Developed for the City of



ROUND ROCK, TEXAS
PLACING PEOPLE PROSPERITY



City of Round Rock
Central Texas
Community

November 14, 2011

Create a Castle Mountain Branding, Development & Marketing Action Plan:

- Branding
- Product development
- Dovetail with non-tourism economic development efforts
- Organizational roles defined
- Marketing: advertising & public relations
- Detailed budgets
- Ten to twenty year capital projects plan
- Three to five year marketing plan
- The roles defined

In a nutshell:

The potential for Castle Mountain is tremendous.

1. Have a Resort Branding, Development & Marketing Action Plan created.
2. Work to make the village a showcase. Work with property owners (tenant mix) & tenants (appeal)
3. Promote specific businesses that fit and reinforce the brand and those that set the bar.
4. Develop your gateways, and implement a wayfinding system - ONCE you know the brand direction.



Destination
Development, Inc.

www.destinationdevelopment.com