



Destination  
Development, Inc.

## A look at Claresholm 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

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90% of tourism industry businesses are small businesses.

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

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

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

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# Tourism is an economic development activity

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

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

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

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Canadians spent 82%, Americans 13%.

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

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Tourism is all about cash.

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The idea is to import  
more than you export.

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## **The three types of tourism:**

- Visiting friends and family
- Business travel
- Leisure travel (the focus of this assessment)

## **The three stages of tourism:**

- Getting people to stop (the pass through visitor)
- Becoming the hub for area attractions
- Becoming the destination

# The assessment process:

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- Marketing effectiveness

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

- On-site assessment

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- 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

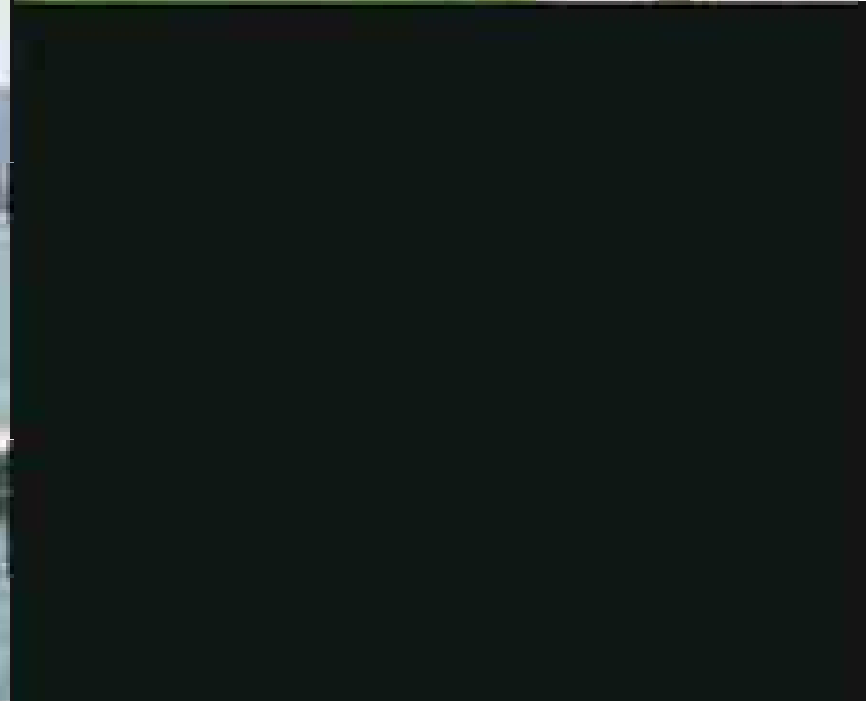
The rule of perceived value

Would you eat here ?













Suggestion: Change the gateway signs to directional signs. The locations do not present a good first impression.



Suggestion: Add "Frontier Square - left 200 meters"





Suggestion: Use the space to promote “downtown” or reasons to stop.



# WHAT TO DO

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

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Would you eat here?





Would you eat here?

How about here?



Would you eat here?







## WHAT TO DO

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Curb appeal can account for 70% of sales at restaurants, wineries, lodging, retail shops, golf courses.

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Overall first impressions are poor. Add some color! All the buildings do not have to be brown & gray.











Suggestion: Consider having a Facade Easement program put in place. Signage, facades, beautification.







SIGN'S  
STREET

The Bakery

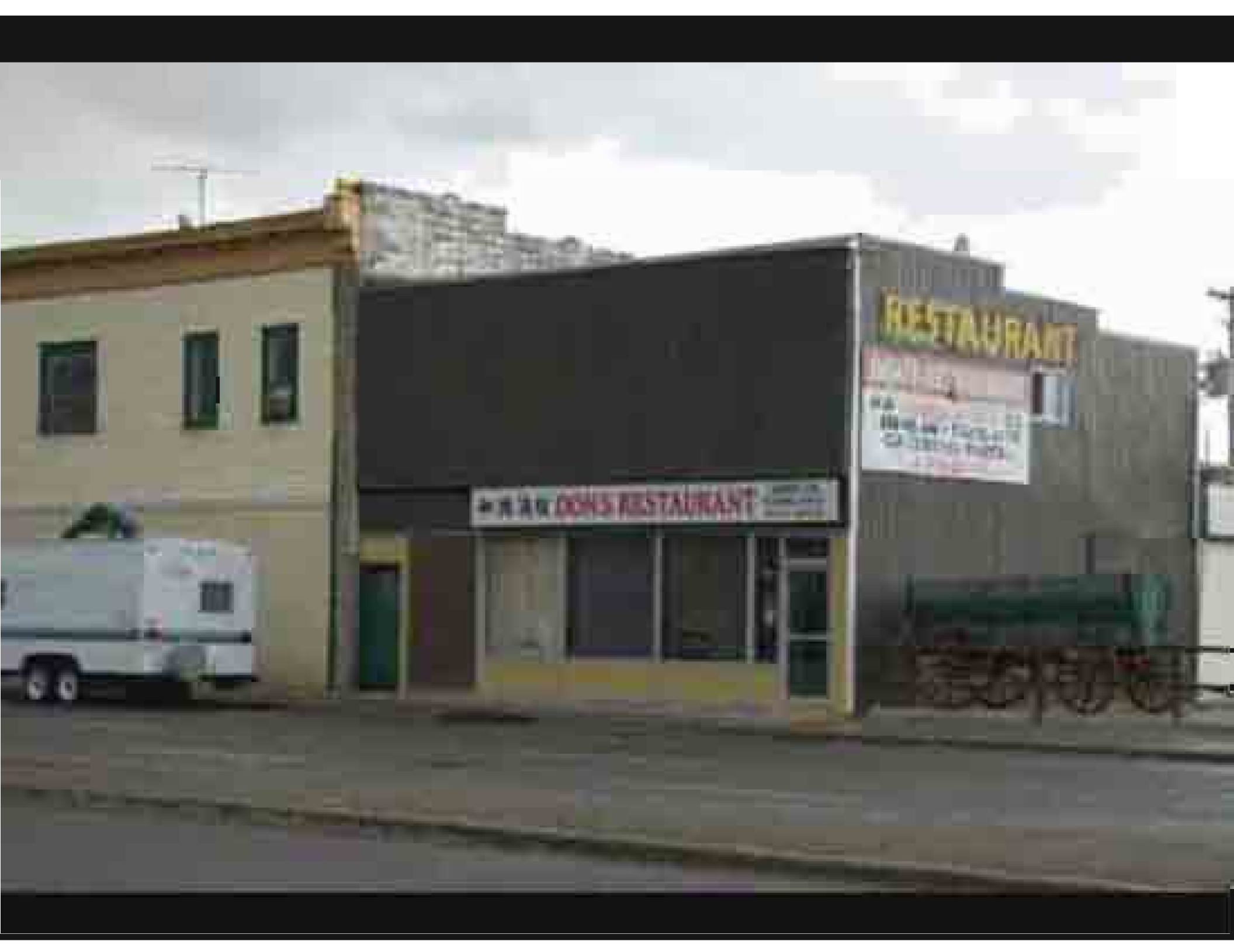
WOODS & S...  
WOODS & S...  
WOODS & S...











PAPA JOHN'S RESTAURANT

RESTAURANT

PA  
We are looking for  
CA... ..

Suggestion: Have trompe l'oeil murals developed.















# Neenah, WI





# Neenah, WI



# Invest in Beautification

Nothing sells like beautiful places



**Whistler, BC**





**Sisters, OR**



Blaine, WA





Neenah, WI



Neenah, WI

Neenah, WI



Neenah, WI



## **POINT:**

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

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Soften the transition between building and concrete. Create barriers between dining and semi-trucks.



A nice little cafe - with no curb appeal.



ESTABLISHED  
1974

*tofern*   
**CONFECTIONERY**

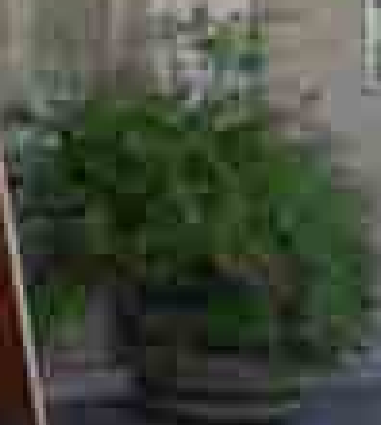
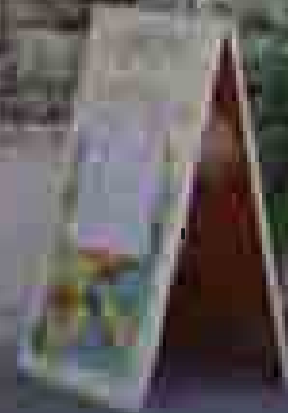
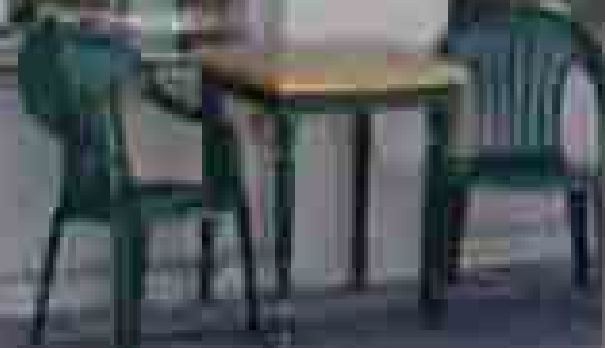
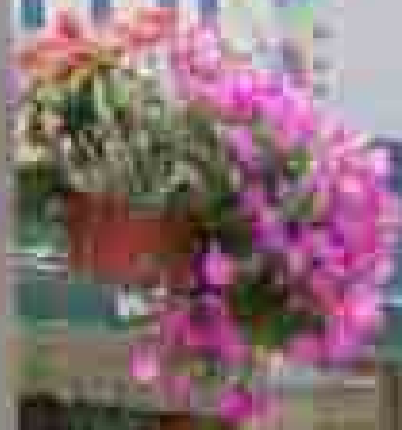




**Omak, WA**



GRANDMAS





We assumed this restaurant was out of business. Suggestions: Add an open sign, beautification, use the reader boards, hanging baskets, etc.



Suggestion: Consider having a “technical assistance program” developed for local retailers: facades, displays, signage, beautification.





**Grass Valley, CA**



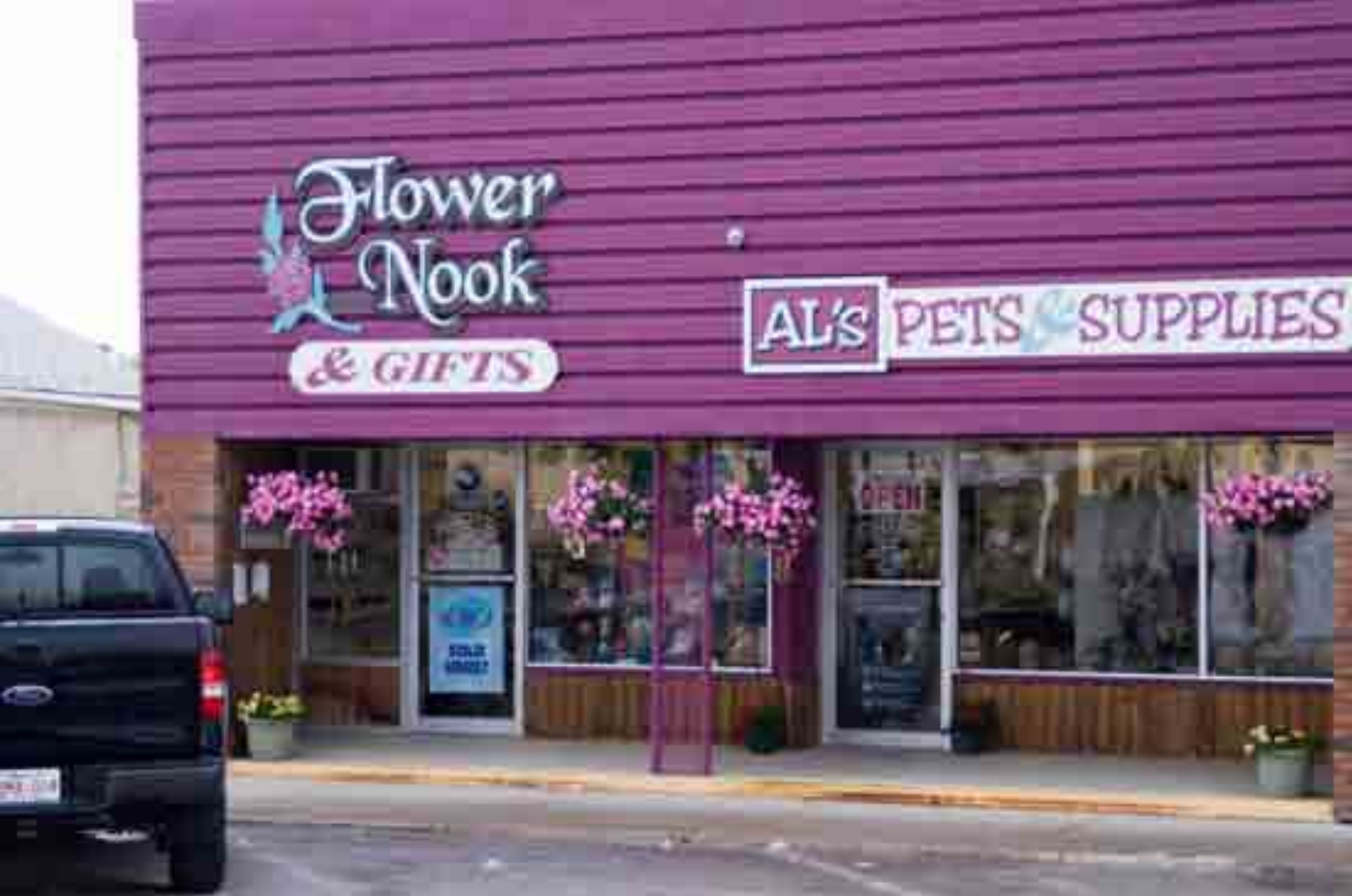








This merchant gets it. Hanging baskets, planters (there could be more) and some color and life. They can't do it alone.



This store is very attractive, but still can use some “softscape.”





The Bluebird Motel does an excellent job.









You have some great “bones” to work with and tremendous potential to become a destination retail center.







# 20/20 Signage Equals \$\$\$

The rule of signs that sell



# WHAT TO DO

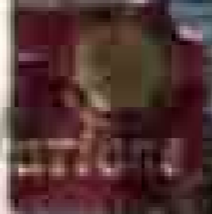
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Use perpendicular “blade” signs. Make them consistent height and size.

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**PAGEO**  
*For You*



**DOG**  
**WALKING**





I can see what these businesses are - as long as I'm across the street.



What's in any of these buildings?



...or here?









Suggestion: Have a blade sign program implemented by local merchants. Tie this to a facade improvement & beautification program

Augustina's  
Leather

WHEELERS

WHEELERS

WHEELERS

WHEELERS

WHEELERS



Lethbridge has a great example that could be used in Claresholm.







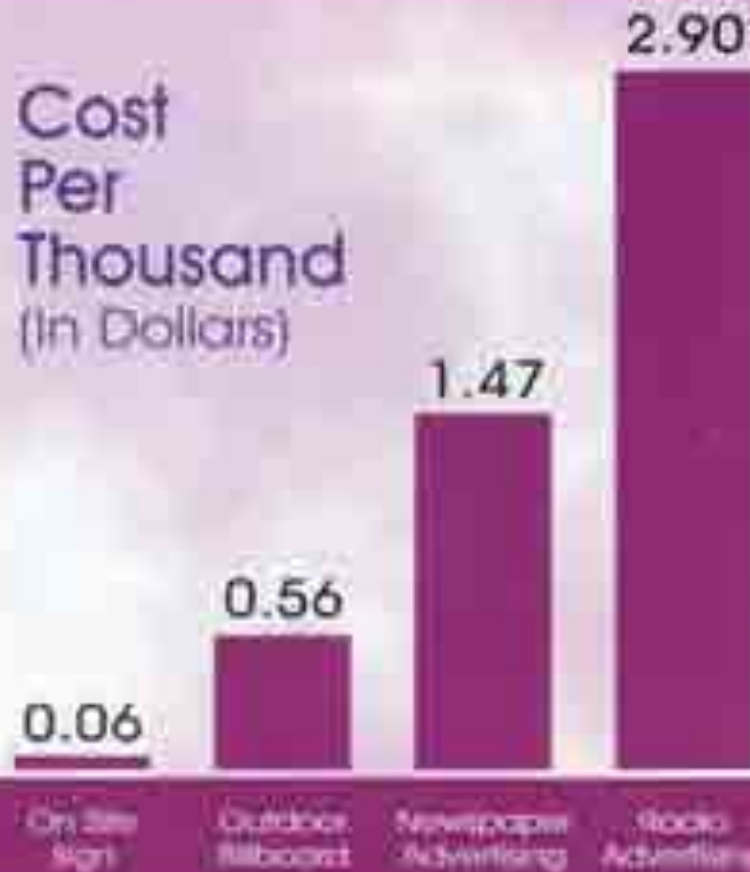


THE RESTAURANT

THE RESTAURANT

# Signage is a great investment - if done right

## Typical Monthly Advertising Costs Of Various Advertising Media

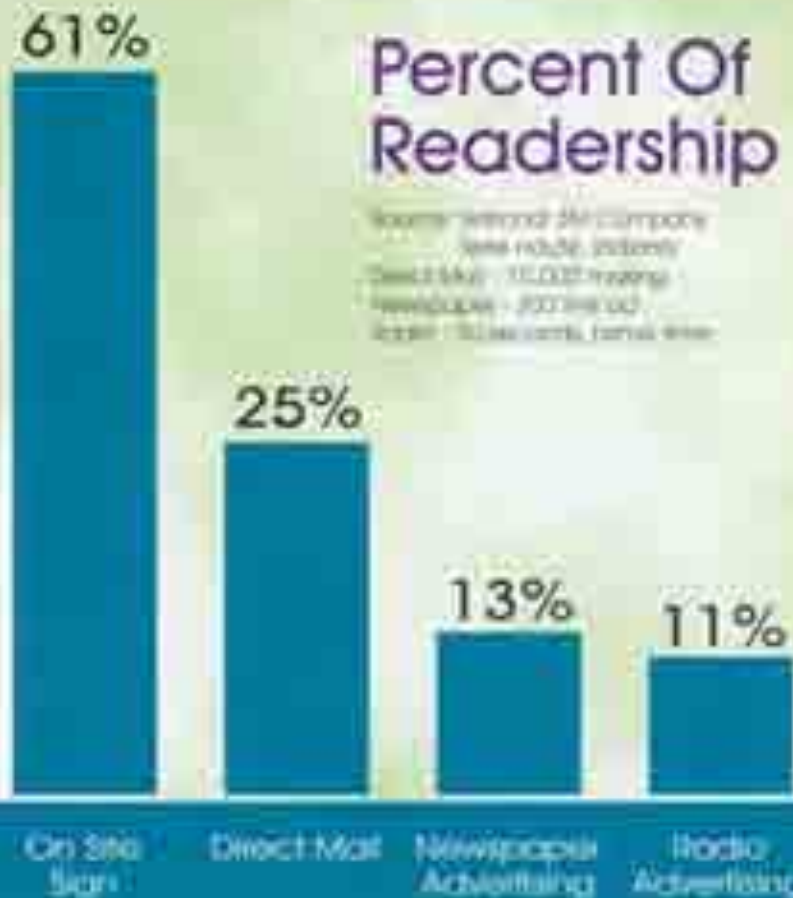


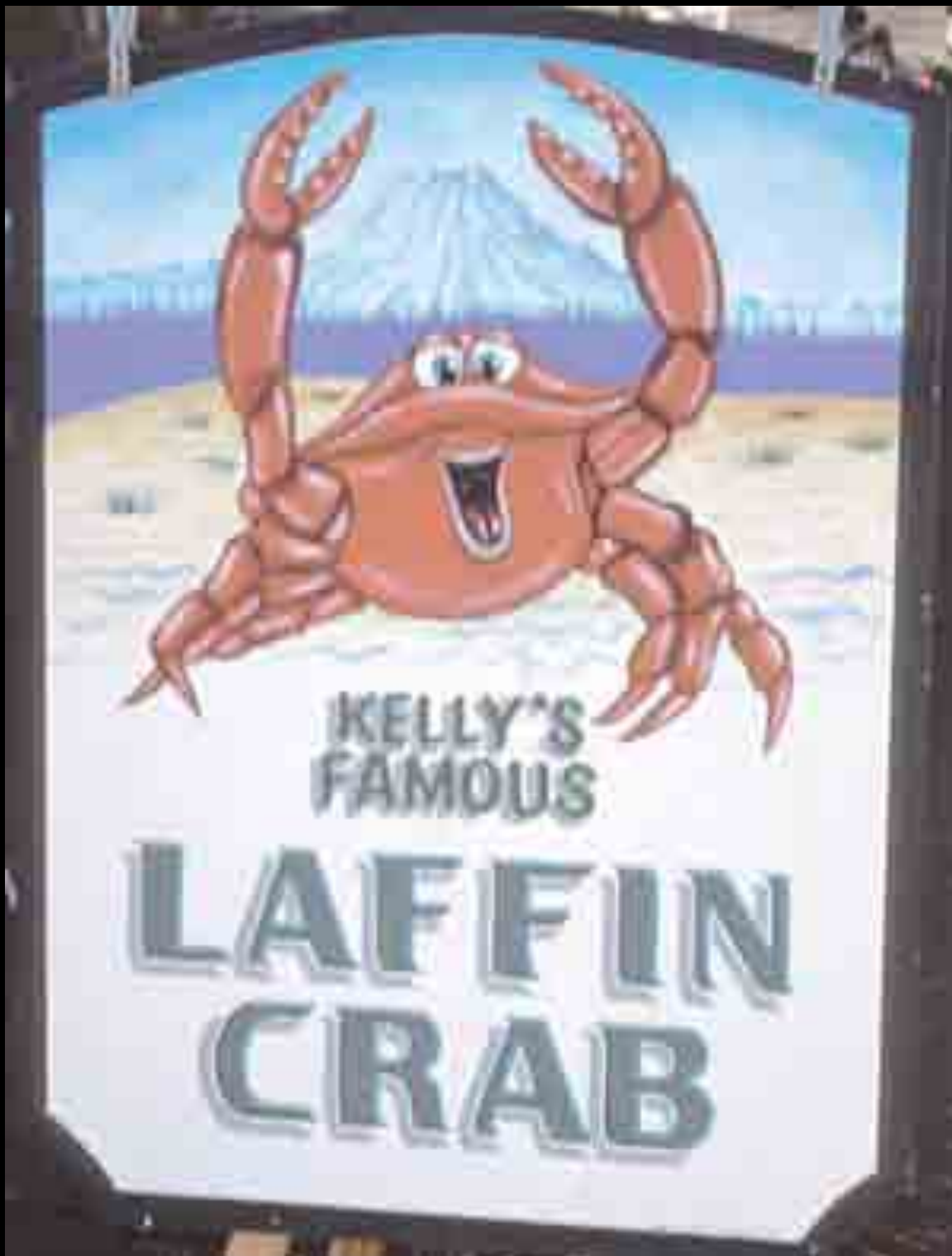
Cost per thousand equates to a community of opportunity  
115,000 (household)

Search Sign and Your Business

© 2011 Visual Business Administration / Color and Color

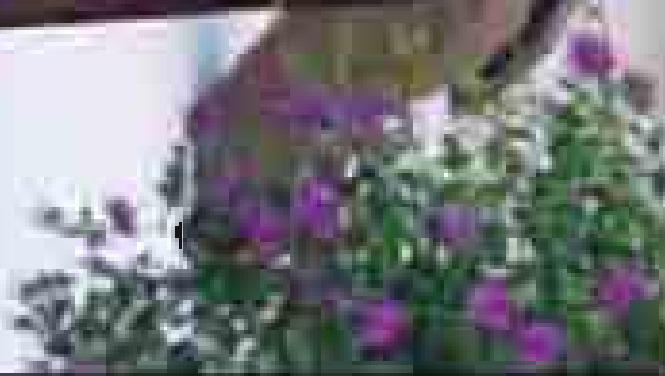
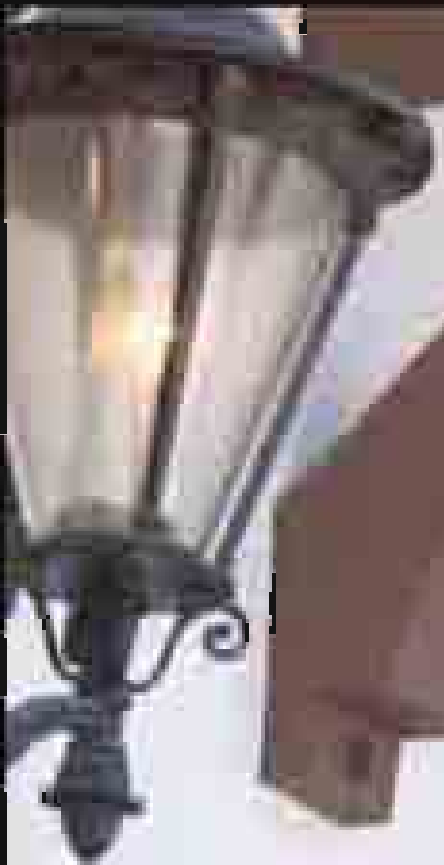
## Readership Comparisons Of Various Advertising Media





Always promote what it is you're selling - the lure to bring customers in...

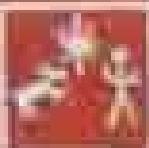
before you promote the name of the business.







FUTURE HOME OF



ANZA BORREGO DESERT  
NATURAL HISTORY ASSOCIATION

VISIT OUR NATURE CENTER  
652 PALM CANYON DR.



Promote your greatest asset or amenity.





Challenge: The “great food” is over shadowed by the saloon, happy hour, and the liquor store. Suggestion: Add greenery around the base of the sign.



First impressions are lasting impressions. Combine signs, paint the post, add hanging baskets - anything.



Suggestion: Work with property owners on a “signage abatement” program.





Good sign. Good comment.  
Third party endorsements are a  
good selling tool.



BLUEBIRD  
MOTEL

GUEST COMMENT:  
VERY CLEAN  
AND RELAXING!

U.S. MOTEL





Good thing we didn't see this sign first. For southbound traffic, this sign (both sides) is not a great selling tool. Consider removing it.



# Put Your Bait Out on the Highway

The rule of billboards and exits



VISIT HISTORIC

**Battle Mountain**

FRIENDLY SERVICE COMMUNITY

NEXT EXIT

Tell me "why" I should stop



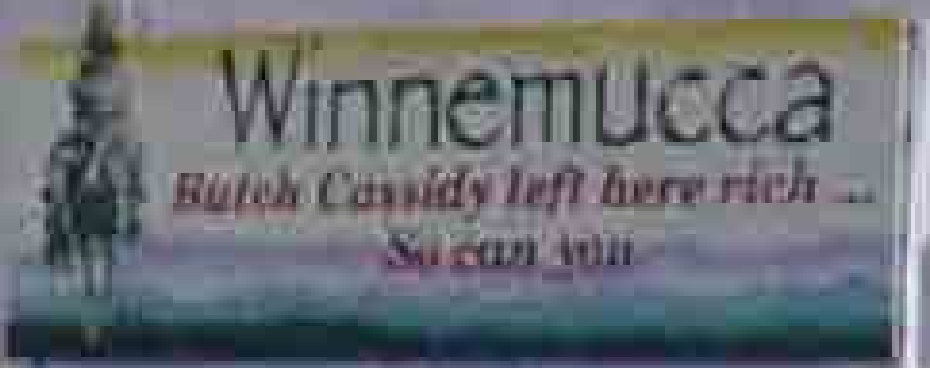


# WHAT TO DO

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Always tell the visitor WHY they should take the next exit.

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Winnemucca  
*Butch Cassidy left here rich ...*  
*So can you.*



# WHAT TO DO

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Never use more than 12 words. Eight or less is even better.

---

VISIT

# Pike Bay

SUNSET CAPITAL OF ONTARIO

- ANTIQUES • BED • BREAKFAST • BOATING • CAMPING • COTTAGE RENTALS
- COMMUNITY CENTRE • CANADIAN HORSES • FISHING • FOOD • FUEL
- GENERAL STORE • SWIMMING • PICNIC AREA • UNITED CHURCH • REAL ESTATE





ELK

We're glad  
you're here



# WHAT TO DO

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Make sure that what's around the sign doesn't cancel the lure or your message.

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EXIT 301  
THEN RIGHT



Oak  
Tree Inn

NEW

NO SMOKING  
NO SLOTS  
NO NOISE

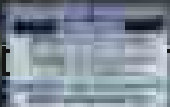
EFFICIENCY SUITES - HOT TUB - HBO

WALTONS

# TOBERMORY

WELCOMES YOU

Scuba Diving Capital of Canada  
Home of Two National Parks





Keep it simple.

# SEX!!

NOW THAT WE HAVE YOUR ATTENTION, EAT AT SUBWAY

The Subway logo, featuring the word "SUBWAY" in a bold, italicized, sans-serif font. The letters are white with a thick black outline, and the "Y" has a yellow arrow pointing to the right. The logo is set against a white background.

LAMAR

*North* 1900.com



National Historic  
**Oregon Trail**  
Interpretive Center  
Next Exit 



# WHAT TO DO

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Use contrasting background, few words, one simple graphic.

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**FREE  
WINE TASTING**



# Pahrump Winery

Gift Shop • Wine Tours • Restaurant

**Turn On Winery Road**



24-hour Relief  
Spotless Restrooms

LITTLE AMERICA TRAVEL CENTER

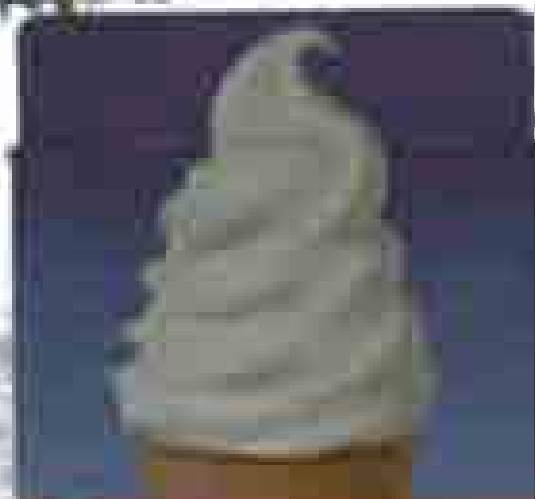


# WHAT TO DO

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Create a primary LURE. It will translate to visitor spending.

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35¢ Cones  
30 miles

LITTLE AMERICA HOTEL





The image shows the exterior of a single-story building with a white facade and a dark roof. A prominent sign above the entrance reads "SAM HOUSTON STATUE" in large, bold, black letters, with "Interpretive Visitor Center" in smaller text below it. The building has a covered walkway leading to a set of glass doors. The walkway is bordered by white concrete walls and is flanked by large, dense green bushes. A paved path leads to the entrance. The sky is clear and blue, and there are trees with green leaves visible in the background.

**SAM HOUSTON STATUE**  
Interpretive Visitor Center









# BILLBOARD RULES

1. Never use more than eight words
2. Billboards should never look like print ads
3. Only use one graphic and make it a simple one
4. Never use outlined or shaded letters
5. Tell me WHY I should buy from you, not what you have
6. You have four seconds to make the sale
7. Use #1 quotes, when possible



**Premier**  
First & Second

**METHUEN**

**Super 8**  
**MOTEL**

100 Rooms  
Free Continental  
Breakfast  
Free Parking



Which billboard is fastest and easiest to read? The others are far too busy.



# Restrooms attract more than flies and other notes of convenience

The rule of visitor amenities



## WHAT TO DO

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

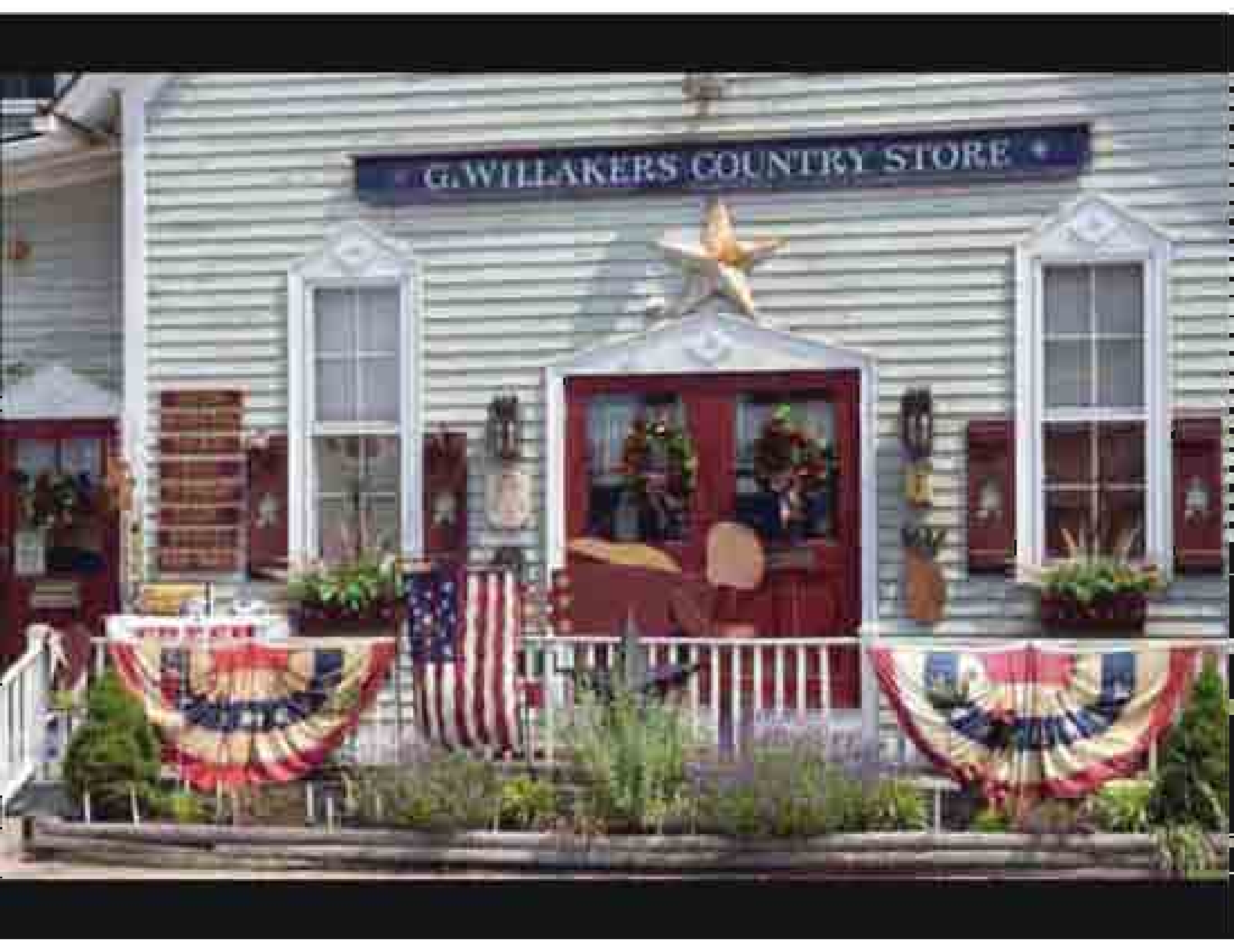
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RESTROOMS ARE  
FOR CUSTOMERS  
ONLY

RESTROOMS ARE  
FOR CUSTOMERS  
ONLY

THANK YOU

GIWILAKERS GOUNTRY STORE





Public Restrooms  
are  
located Behind  
Brooks Pharmacy

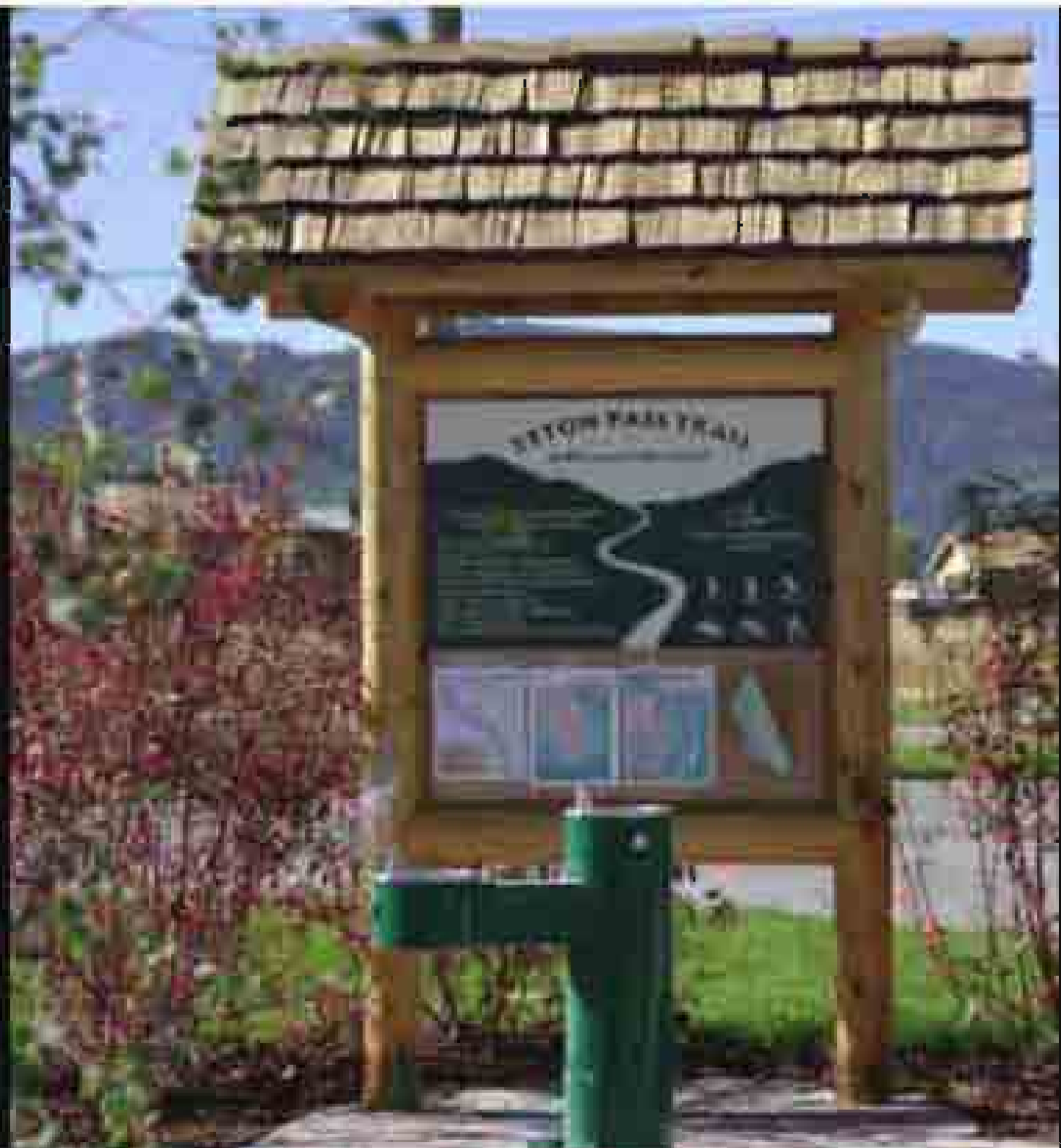


## WHAT TO DO

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

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**Visitor info should be working 24/7**

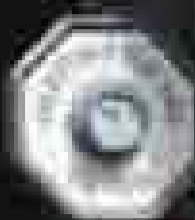




Moses Lake, WA







7  
1  
5







Suggestion: Add brochure distribution. Make the focus things to do, not where to attend church.





Other notes and first impressions

The signage and curb appeal of the museum is excellent. Good job.





Museum

und Visitor

Information

Wooden bench

Trash can



A great place to “hang out.” Take note downtown.



**Suggestion: Consider adding lawn-mounted interpretive displays.  
Walk visitors through a story.**







The museum has a nice collection of things in “theme” rooms.



Suggestion: Have the museum follow a central theme or focus. Then tell stories, don't just display artifacts.





Suggestion: Add interpretive signage. We weren't sure how the train fit into the overall story. Move the dumpster to another location.



What was it like to go to school here? Tell the story.





# Great Stories Make the Campfire Memorable

The rule of telling stories



## **Museum notes:**

1. The average museum visit lasts between 20 and 40 minutes.
2. If you can captivate the visitor for two hours, spending will increase.
3. Museums **MUST** learn to tell stories, not just display artifacts with facts and figures.
4. No offense, but visitors don't really care who donated various items.



Without this sign it would have been easy to miss the Appaloosa Horse Club.

Museum or horse club? Pick one?

Suggestion: Can the Appaloosa Museum be moved to a better location? Signage next to a junk yard eliminates the desire to go there.



Is it a museum or a horse club?





Suggestion: Can the tree be replaced with other landscaping to make the museum inviting?



Suggestion: Consider removing the Christmas lights until the holiday season.



This is your “anchor tenant” and an outstanding store worthy of a two-hour drive from Calgary and other areas.





But even they can use some hanging baskets and greenery. You are the hub of the Cowboy Trail. Frontier cements that “brand.”



**Suggestion: You have some terrific murals. Tell the story. Pull visitors into the community. It will pay dividends.**





The signage does not do the golf course the justice it deserves.  
Consider a monument sign.





The EdgeWoods  
PUBLIC  
GOLF COURSE  
978-441-4653

A photograph of a stone archway entrance to a golf course. The archway is made of stacked stone blocks and has a white sign in the center. The sign features the name 'WEDGEWOOD' in a large, green, serif font with a black outline, arched to follow the top of the arch. Below it, the words 'PUBLIC GOLF COURSE' are written in a smaller, black, sans-serif font. At the bottom of the sign, the phone number '936-441-4653' is displayed in a green, sans-serif font. The background shows a clear blue sky, some trees, and a grassy area in the foreground.

WEDGEWOOD

PUBLIC  
GOLF COURSE

936-441-4653

Excellent first impression - once you see the club house. Add a marquis sign for the restaurant out front. Make it a centerpiece.



Where's the restaurant?





It looks like a nice course. Open to the public? Club and cart rentals? Call for tee times? 9 or 18? Add some signage.



The bottom line:

- You have tremendous potential.
- Start with one block on a side street as a “demonstration project.”
- Make it a showcase and let it spread.
- Develop a theme around Frontier and the Cowboy Trail.
- Rearrange the business mix in that block to create the critical mass
- Develop a facade improvement program in that block





# Critical Mass Is Not Just A Religious Experience

Change the business mix



# THE 10+10+10 RULE

1. Ten places that sell food: Ice cream, soda fountain, candy store, wine shop, restaurants, bistros, cafes, coffee shops, bakery, etc.

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2. Ten “destination retail” shops: Antiques (not second hand stores), home accents, floral shops, gifts, galleries, clothing & logo gear, visitor information, outfitters, book stores, crafts, and other specialty shops that fit the brand.

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3. Things open after 6:00: Movies, theater, shops, restaurants, clubs, open air markets.

## Sisters, Oregon

- Before: 1 in 1,100 cars would stop
- After: 1 in 40 stop and it's become a major day trip and is now becoming an overnight destination.



**Sisters, OR**



# What to do:

critical mass

- Create pedestrian-friendly shopping districts or areas

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- Create “open market” events or that type of atmosphere:
  - Flea markets
  - Farmers markets
  - Arts & crafts fairs
  - Include education & entertainment

---

- Narrow the streets to create an intimate setting



**Santa Monica, CA**

Suggestion: Consider a “gateway” into the demonstration block.









Suggestion: Create gathering areas wherever possible.







ICE COLD TREATS

HOMEMADE BURGERS  
100% BEEF





**Nelson, BC**



Nelson, BC





**Nelson, BC**



**Nelson, BC**



# Marketing Assessment

MAP INSIDE

# The Cowboy Trail

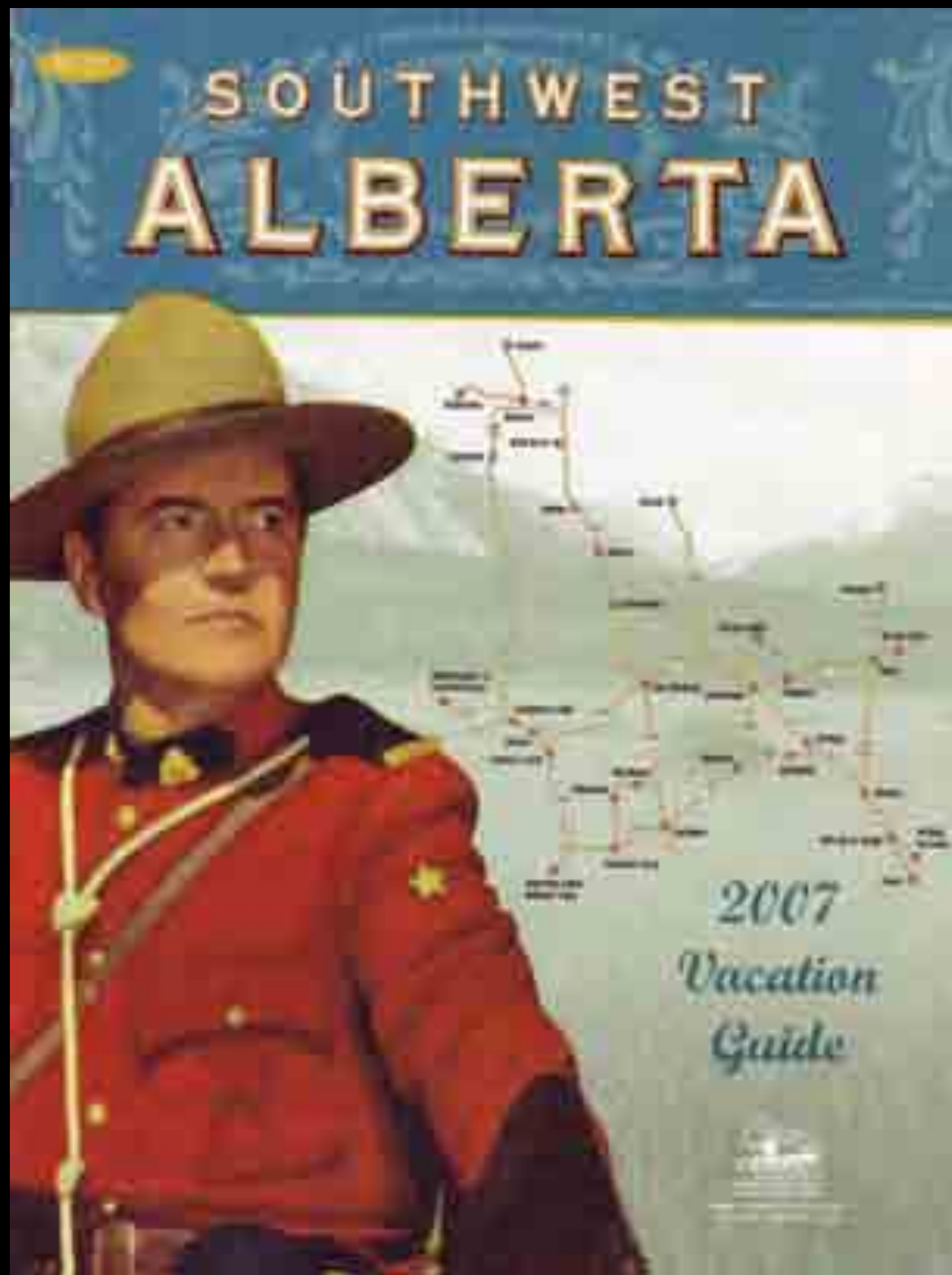
(NO HORSE REQUIRED)

**TRAVEL GUIDE**  
ROCKY MOUNTAIN FOOTHILLS

Suggestion:

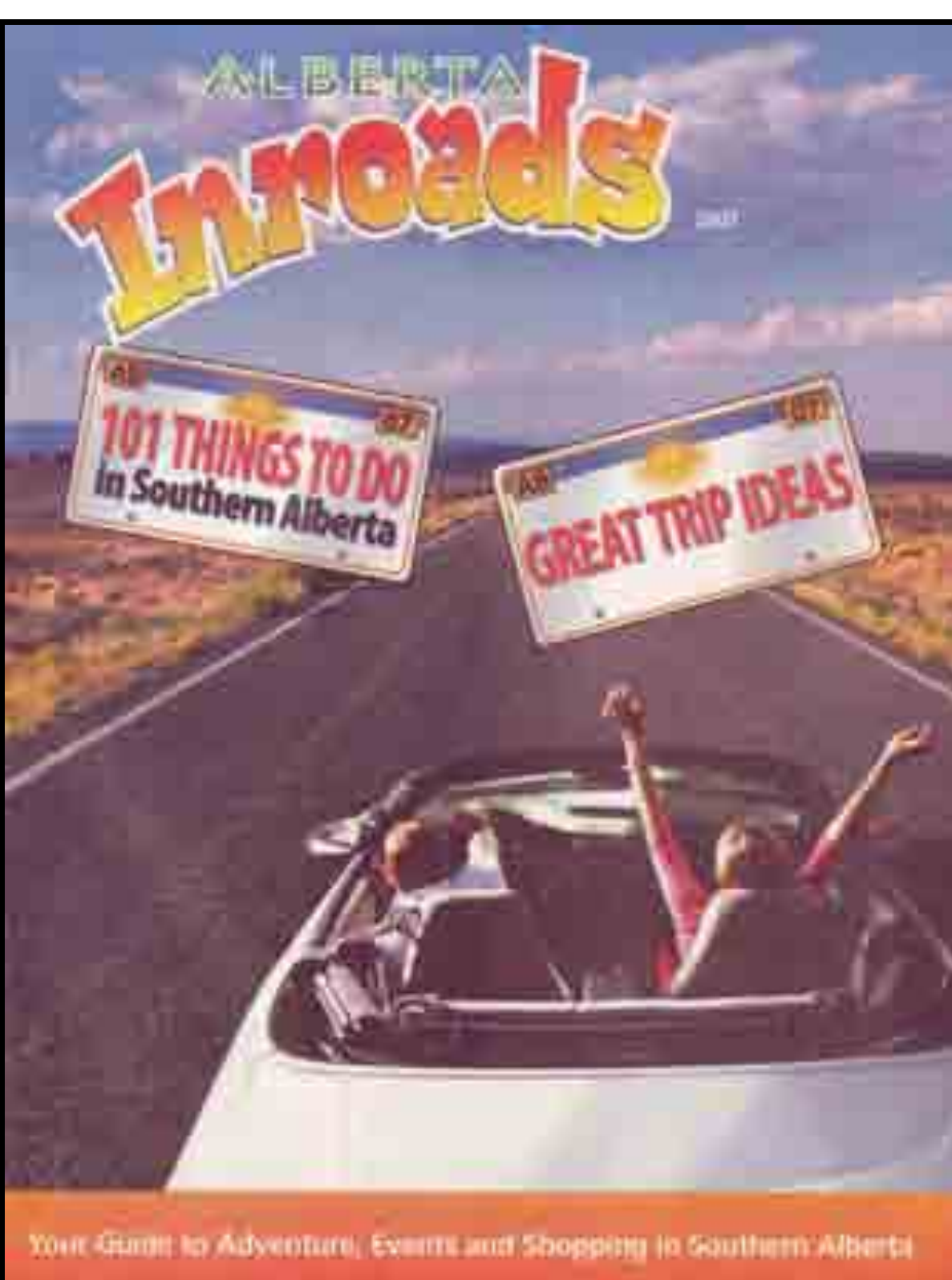
- Claresholm can easily be the “Hub to the Cowboy Trail Experience.”

Play it up. It’s a great tie to Frontier - your anchor business.



## 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.

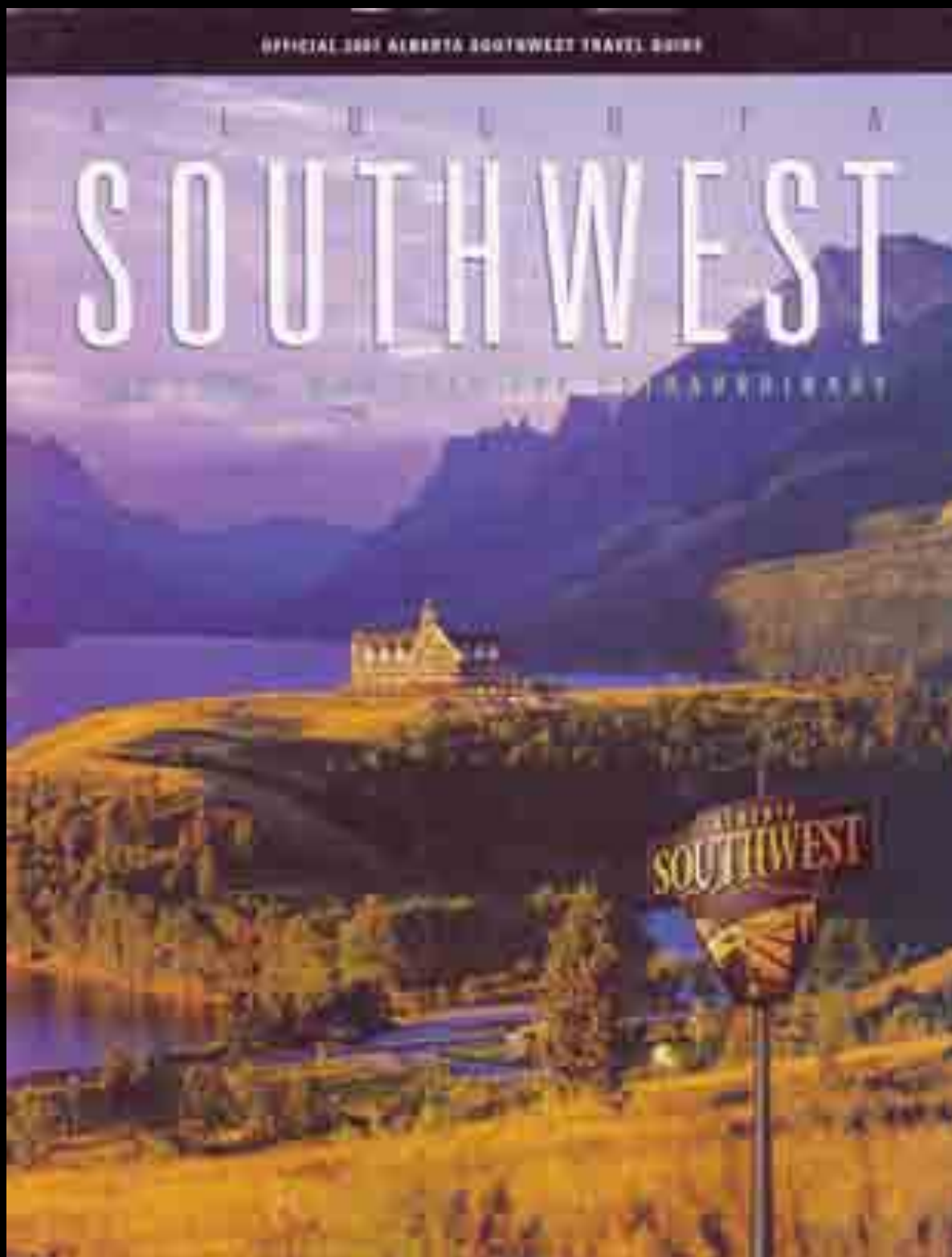


This is a great idea. It revolves around activities - things to do, not just places to go.

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. The first step in the process is to identify the problem and its causes. This involves a thorough analysis of the situation and the data available.

2. Once the problem has been identified, the next step is to develop a plan of action. This plan should be based on the findings of the analysis and should be realistic and achievable.

3. The final step is to implement the plan and monitor its progress. This involves putting the plan into action and keeping track of the results to ensure that the problem is being solved.

1

2

3



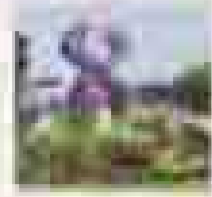
### Equine Health Care

Equine health care is a specialized field that focuses on the medical and surgical needs of horses. It involves a wide range of services, from routine checkups to complex surgeries.

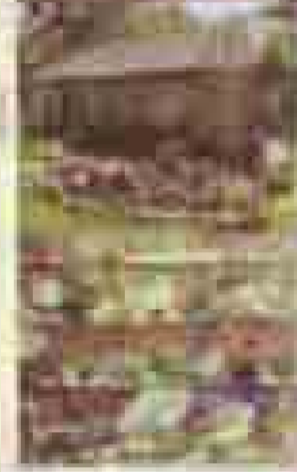
One of the primary concerns in equine health care is the prevention of disease. This is achieved through regular vaccinations, proper nutrition, and good husbandry practices.

Another important aspect of equine health care is the diagnosis and treatment of injuries. This often involves a combination of medical and surgical techniques.

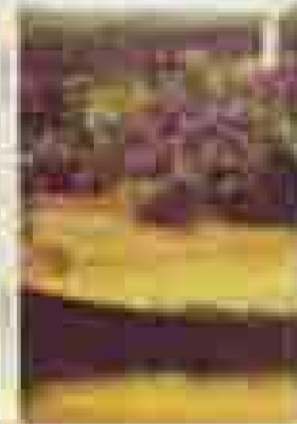
Equine health care is a dynamic and ever-evolving field. As our understanding of equine medicine grows, so do the techniques and treatments available to veterinarians.



The horse is a unique and fascinating animal. It has a long history of being domesticated and used for a variety of purposes, from transportation to recreation. Understanding the horse's anatomy and behavior is essential for anyone who works with them.



Equine health care is a specialized field that focuses on the medical and surgical needs of horses. It involves a wide range of services, from routine checkups to complex surgeries. The goal is to keep the horse healthy and happy, so that it can continue to be a valuable and enjoyable part of our lives.



Equine health care is a dynamic and ever-evolving field. As our understanding of equine medicine grows, so do the techniques and treatments available to veterinarians. This allows us to provide the best possible care for our horses, ensuring that they live long, healthy, and happy lives.



# Don't Let Your Last Opportunity Become a Lost Opportunity

The rule of closing the sale



**WHALE  
WATCH**

**THE 2014 SEASON**

**WHALE**



**WATCH  
TOURS**



## Tip

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

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RED SEA ADVENTURE  
**SAILING  
ADVENTURES**

London, Vancouver



www.redseaadventure.com

**SAILING  
ADVENTURES**

Stunning Kootenay Lake, BC



www.redseaadventure.com



WATERTON LAKES NATIONAL PARK

# BOAT RENTALS

On stunning Cameron Lake





# **HORSEBACK ADVENTURE**

In the Rocky Mountain foothills of  
Waterton Lakes National Park




# What to do: Use red/yellow. Command attention

## The Houseboat From Hell

Experience the dramatic beauty of the Colorado River and the Grand Canyon from the comfort of a houseboat. Includes: [illegible]



**STUTZMAN HELLS CANYON GUIDE SERVICE**



**STUTZMAN HELLS CANYON GUIDE SERVICE**

**OUR SERVICES:**

- Houseboat tours
- Rafting
- Kayaking
- Fishing
- Snorkeling
- Horseback riding
- Helicopter tours
- Private charters
- Group discounts

**CONTACT US AT:**

**STUTZMAN HELLS CANYON GUIDE SERVICE**

Contact us at [illegible] and more information [illegible]

1000 [illegible] [illegible] [illegible]

1000 [illegible] [illegible] [illegible]

1000 [illegible] [illegible] [illegible]

1000 [illegible] [illegible] [illegible]

**STUTZMAN HELLS CANYON GUIDE SERVICE**

Experience the dramatic beauty of the Colorado River and the Grand Canyon from the comfort of a houseboat. Includes: [illegible]



**STUTZMAN HELLS CANYON GUIDE SERVICE**

Contact us at [illegible] and more information [illegible]

1000 [illegible] [illegible] [illegible]

1000 [illegible] [illegible] [illegible]

1000 [illegible] [illegible] [illegible]

1000 [illegible] [illegible] [illegible]

## Tip

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

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# Welcome to Fredonia, NY

*Set amid the Vineyards of Western  
Chautauque County, Fredonia is a  
picturesque & historically rich Victorian  
Village in Western New York.*



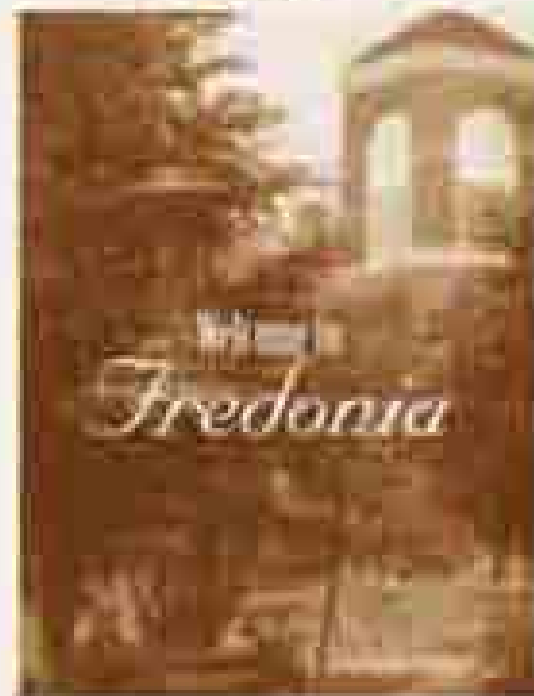
*Fredonia Courthouse Bell  
Tower - Photo by John Kelly*

*Experience the many shops, antique and unique  
restaurants, the 1901 Fredonia Opera House,  
Butler Historical Museum,  
The Telecommunications Museum of Fredonia  
Antiques and self-guided walking tours.*

**Fredonia... Timeless... Treasure**  
*Set in a Picturesque Victorian Village*

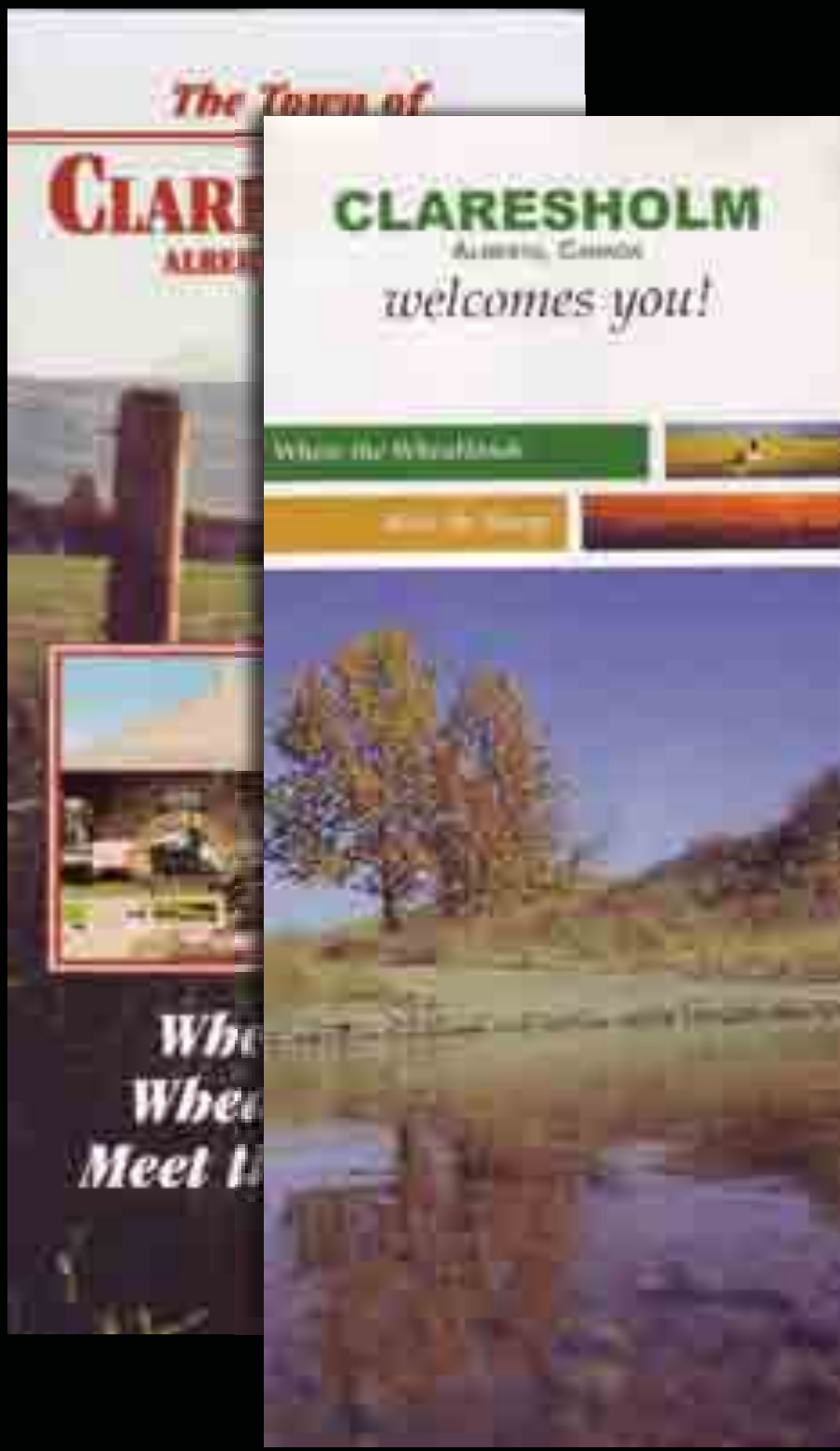
# A Picturesque Victorian Village

*Set Among the Vineyards  
of Western New York*



*Experience the many shops, antique and unique  
restaurants, the 1901 Fredonia Opera House,  
Butler Historical Museum, The  
Telecommunications Museum of Fredonia,  
Antiques and self-guided tours.*

**"A Timeless Treasure"**



Suggestions:

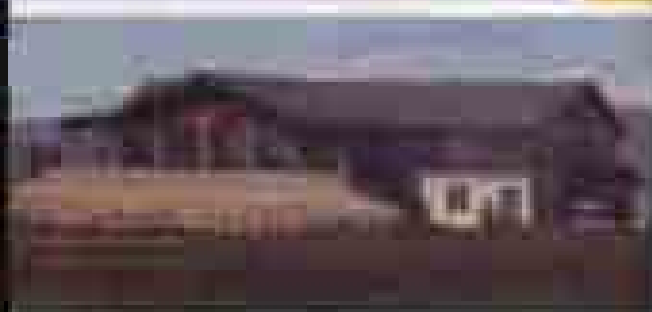
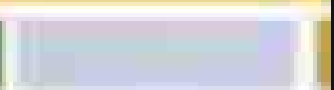
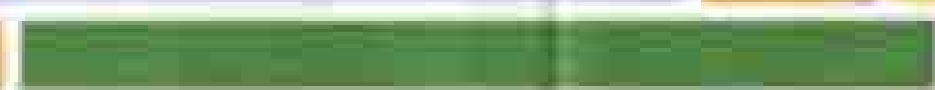
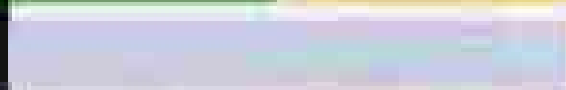
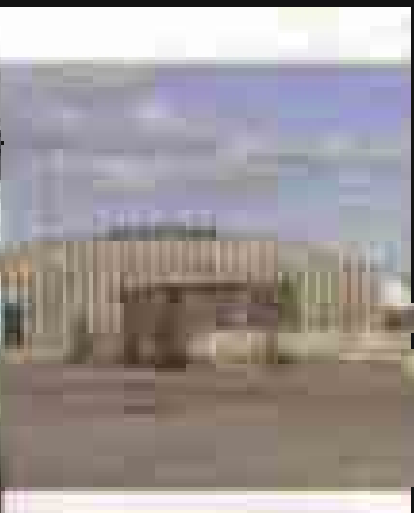
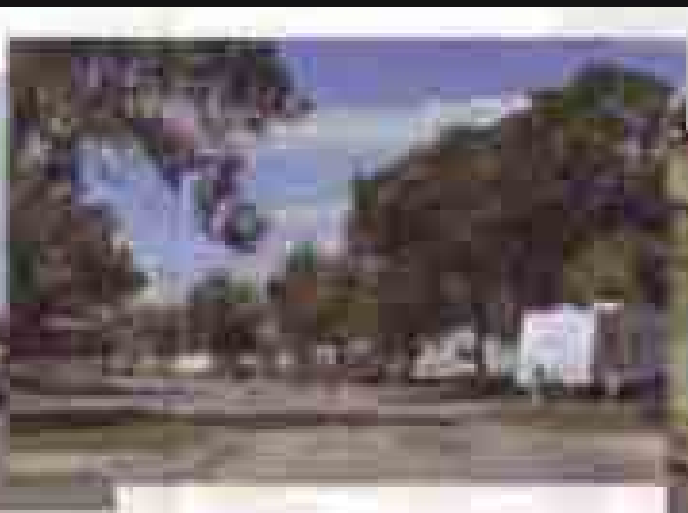
Start with the brand, then the location.

Upgrade the photography.

Jettison the generic.

Sell activities over facilities and things to look at.





### PLANNING TO BRING ME CLASHING IN

Walsh is a prominent building in the city of New York City, and it is a landmark in the city. It is a building that has been around for a long time, and it is a building that has been a part of the city's history.

There are many things that are interesting about Walsh, and it is a building that has been a part of the city's history. It is a building that has been around for a long time, and it is a building that has been a part of the city's history.

### WALSH

Walsh is a prominent building in the city of New York City, and it is a landmark in the city. It is a building that has been around for a long time, and it is a building that has been a part of the city's history.

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### TWO SISTERS CANDY & GIFT

Two Sisters Candy & Gift is a family-owned business that has been in operation since 1952. The company is known for its high-quality, handmade candies and gifts. The store is located in the heart of Chicago's Loop district, and it has a long history of serving the community. The company's products are made with the finest ingredients and are carefully crafted to ensure the highest quality. Two Sisters Candy & Gift is a true Chicago institution, and it continues to be a beloved part of the city's culture.



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### LIFTOWN GRILL CONTEMPORARY CUISINE

Liftown Grill is a contemporary restaurant located in the heart of Chicago. The restaurant is known for its modern, upscale atmosphere and its focus on locally sourced ingredients. The menu features a variety of dishes, including steaks, seafood, and vegetarian options. The restaurant is a popular destination for both locals and tourists, and it has received numerous accolades for its exceptional service and cuisine. Liftown Grill is a true Chicago institution, and it continues to be a beloved part of the city's dining scene.



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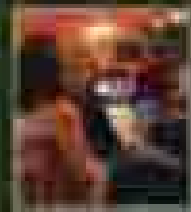
### HOTEL ERIC CARLIS

### JEREMIAH JOE SPECIALTY COFFEE

Jeremiah Joe Specialty Coffee is a small, independent coffee roaster located in Chicago. The company is known for its high-quality, single-origin coffees and its commitment to sustainability. The roaster is a popular destination for coffee enthusiasts, and it has received numerous accolades for its exceptional products. Jeremiah Joe Specialty Coffee is a true Chicago institution, and it continues to be a beloved part of the city's coffee scene.



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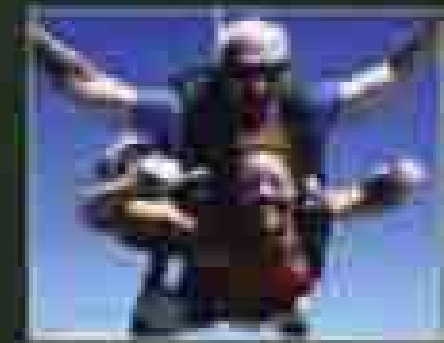


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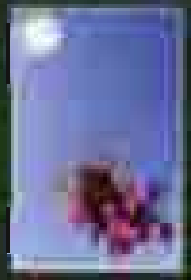


### DRYDIVE CHICAGO SKYDIVING

Drydive Chicago Skydiving is a company that offers skydiving experiences in Chicago. The company is known for its high-quality, professional instruction and its commitment to safety. The skydiving experience is a popular activity for both locals and tourists, and it has received numerous accolades for its exceptional service. Drydive Chicago Skydiving is a true Chicago institution, and it continues to be a beloved part of the city's outdoor recreation scene.



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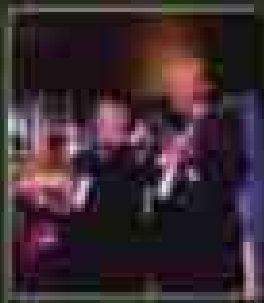


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COURT STREET  
CABARET T1

Experience the vibrant atmosphere of Court Street Cabaret, featuring live music, dancing, and entertainment. Enjoy a night of fun and excitement in the heart of the city.

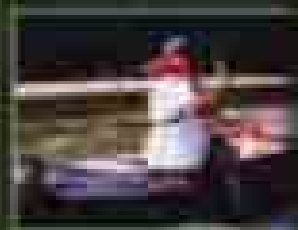


Join us for a night of entertainment and fun at Court Street Cabaret.



RIVER ADVENTURE  
CANOE & BIKE R1

Embark on a thrilling river adventure with canoeing and biking. Explore the scenic beauty of the river and enjoy the fresh air.

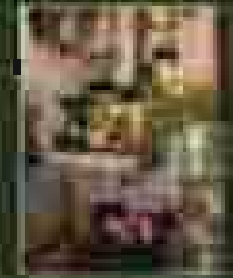


Join us for a day of adventure and fun on the river. Experience the thrill of canoeing and biking in a beautiful setting.



DEJA VU  
HOME & GARDEN  
BOUTIQUE

Discover unique home and garden items at Deja Vu Home & Garden Boutique. Find everything you need for your home.



Visit Deja Vu Home & Garden Boutique for all your home and garden needs.

Find the perfect items for your home and garden at Deja Vu.

Deja Vu Home & Garden Boutique offers a wide selection of products.

Visit us today to see all the amazing items we have to offer.



TITTAWBA RIVERBOAT CO.  
RESTAURANT, BAR & BOAT

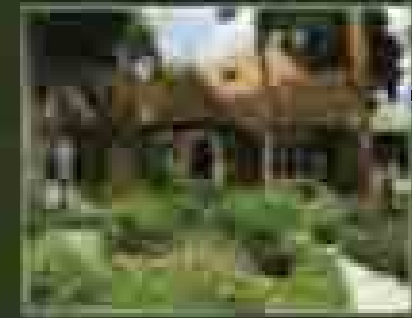
RIVER HOUSE & GARDEN  
COTTAGE TOURS

Take a guided tour of the River House & Garden Cottage. Discover the history and beauty of this historic property.

Join us for a tour of the River House & Garden Cottage. Learn about the history and architecture of this beautiful home.



Experience the charm of the River House & Garden Cottage on a guided tour.

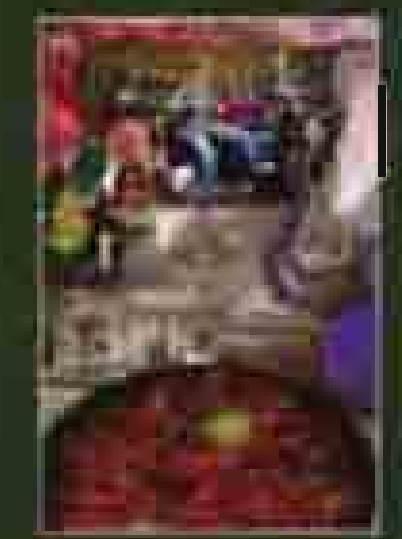


Book your tour today to see the River House & Garden Cottage in person.



CAJUN CONNECTION  
TASTE OF LOUISIANA

Enjoy a taste of Louisiana at Cajun Connection. Savor authentic Cajun and Creole cuisine.

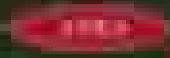


Visit Cajun Connection for a taste of Louisiana. Enjoy the flavors of the South.

Experience the best of Cajun and Creole cuisine at Cajun Connection.



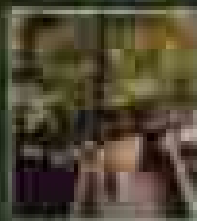
Reservations are recommended for dining at Cajun Connection.



## STARVED ROCK LODGE & CONFERENCE CENTER

1000 Starved Rock Drive  
Starved Rock State Park  
Urbana, IL 62521  
(217) 243-2200

Starved Rock Lodge & Conference Center is a beautiful resort located in the heart of Starved Rock State Park. The lodge features a large conference center, a restaurant, and a bar. The property is surrounded by scenic views of the park and the Mississippi River. The lodge is a great place to enjoy a relaxing getaway or a business meeting.



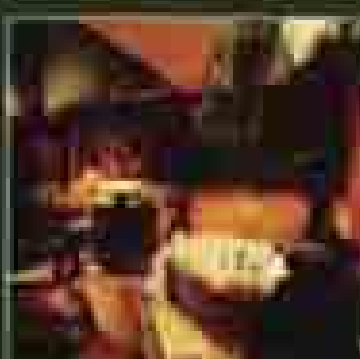
The lodge is a great place to enjoy a relaxing getaway or a business meeting. The property is surrounded by scenic views of the park and the Mississippi River. The lodge is a beautiful resort located in the heart of Starved Rock State Park.



## LANDERS HOUSE COUNTRY LODGING & COTTAGES

1000 Landers House  
Landers House  
Urbana, IL 62521  
(217) 243-2200

Landers House Country Lodging & Cottages is a beautiful resort located in the heart of Starved Rock State Park. The property features a large conference center, a restaurant, and a bar. The property is surrounded by scenic views of the park and the Mississippi River. The lodge is a great place to enjoy a relaxing getaway or a business meeting.



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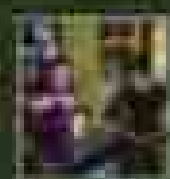
## DARTALS GIFT SHOP TASTING ROOM & COTTAGE BOUTIQUE

1000 Dartals Gift Shop  
Dartals Gift Shop  
Urbana, IL 62521  
(217) 243-2200

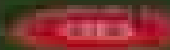
Dartals Gift Shop, Tasting Room & Cottage Boutique is a beautiful resort located in the heart of Starved Rock State Park. The property features a large conference center, a restaurant, and a bar. The property is surrounded by scenic views of the park and the Mississippi River. The lodge is a great place to enjoy a relaxing getaway or a business meeting.



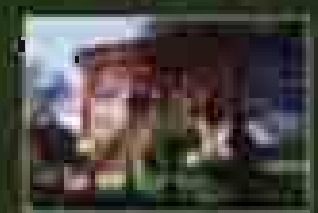
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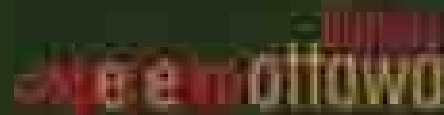
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Starved Rock State Park is a beautiful resort located in the heart of Starved Rock State Park. The property features a large conference center, a restaurant, and a bar. The property is surrounded by scenic views of the park and the Mississippi River. The lodge is a great place to enjoy a relaxing getaway or a business meeting.

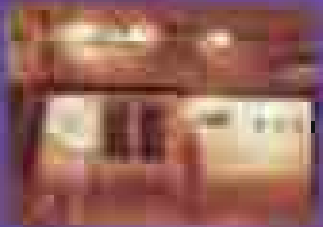
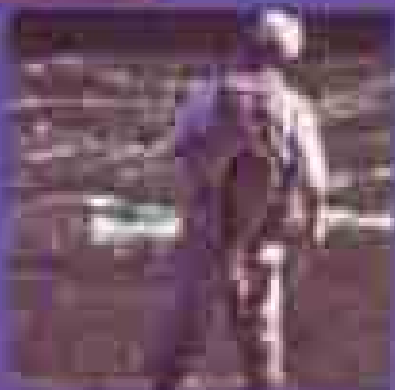
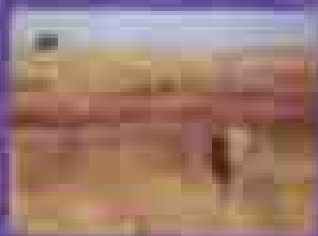
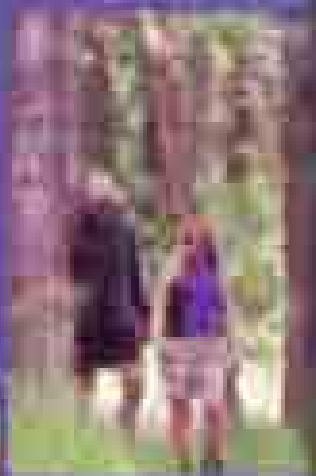
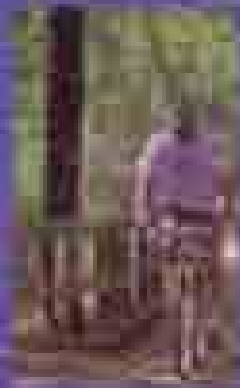


The lodge is a great place to enjoy a relaxing getaway or a business meeting. The property is surrounded by scenic views of the park and the Mississippi River. The lodge is a beautiful resort located in the heart of Starved Rock State Park.





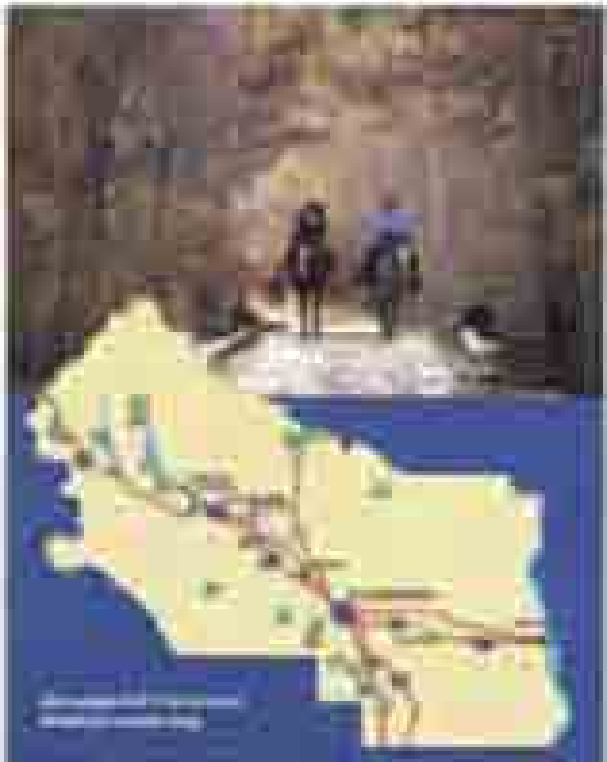
# Kittitas Valley's Greatest Hits



For more information on Kittitas Valley's scenic and recreational opportunities, visit [www.kittitasvalley.com](http://www.kittitasvalley.com).

11/12

...the valley's scenic beauty and recreational opportunities. The valley is a beautiful area with rolling hills, scenic views, and a rich history. It is a great place to visit for anyone looking for a peaceful and scenic getaway. The valley is also a great place to visit for anyone looking for a great vacation. The valley is a beautiful area with rolling hills, scenic views, and a rich history. It is a great place to visit for anyone looking for a peaceful and scenic getaway. The valley is also a great place to visit for anyone looking for a great vacation.



**Tip:**

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Have your customers spend money **AFTER** they've gone.

---











If you'd really  
like to know.....

"these are a few of my favorite things"

item#	description
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
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_____	_____

*The Jewel*

ring size \_\_\_\_\_

(541) 549-9388

P.O. Box 847 • Hwy 20 & Ash • Sisters, Ore 97759

Suggestion: Work with regional tourism folks on creating the “Hidden Gems of Southern Canadian Rockies.”



101 Things To Do In Door County



Pinnacles State Park

101 Things To Do In Door County

• 18 •  
Take a Sunday stroll down  
Cottage Row.

Our favorite Sunday morning starts with breakfast at the White Gull Inn on Main St. in Fish Creek. Splurge on a slice of their famous Door County berry sour cream coffee cake; then take a much needed stroll down Cottage Row. From The White Gull Inn follow Main St. to Cottage Row and turn right. The walk will take you north along the row of shanties "cottages" about 1 mile before it turns up the steep bluff. At the base of the bluff is a cluster of a park known as Champagne Rock, named for the little rock that hangs over the water. Down and back is a perfect way to walk off breakfast and start the day.

# 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.

# Inexpensive and powerful.

From: Bonaire EZ News <EZ-news@machuunlimited.com>  
Subject: Bonaire EZ News Issue 06-2004  
Date: March 20, 2004 6:11:30 PM PST  
To: ROGER BROOKS <rbrooks@schubert-family.com>  
Reply-To: EZ-news@machuunlimited.com

## Bonaire EZ News

### Quick 'n' Easy Tourism Updates

See Also

Welcome to Bonaire EZ News, a bi-monthly news update containing current tourism information you can use to plan your vacation to Bonaire. For more information contact the Bonaire Tourist Office at 1-800-205-8882 or visit <http://www.bonaire.com>.



#### Event Spotlight: Eighth Annual Bonaire Dive Festival Welcomes

Philippe Cousteau Jr.

Put on your fins and get ready to have fun and get wet! You are invited to the Eighth Annual Bonaire Dive Festival, June 9 - 10, 2004. Scheduled two events for divers to give participants more freedom and flexibility to enjoy Bonaire. This year's festival will offer fun and educational activities including guided dives, BBQ with live music, a Talk of Bonaire and a cultural festival and the highlight of the week, the evening presentation by the festival's featured speaker, Philippe Cousteau Jr., grandson of legendary Captain Jacques Yves Cousteau.

Philippe's presentation will take place on the evenings of June 9th and June 10th at Captain Jack's Habitat. As part of the presentation Philippe will speak about the responsibility that divers have to the coastline of Bonaire and that the only way to protect Bonaire is to be a part of the solution. He will also give a talk on which divers can become more informed about everyday things they do to have a better, greener, positive impact and will focus on how the new efforts protect and preserve our planet through to work at the level of EARNESTO International and its project like the Coral Reef Restoration Initiative, in Bonaire to the support of the Dive Festival. Philippe will also lead guided dives with Festival participants.

Interested in attending the Dive Festival? This year Bonaire EZ News's titles are pleased are offering special Dive Festival hotel packages. Package prices range from \$200 to \$1,000 per person, per week and include airfare, hotel, car rental, morning activities and tickets to the festival. To see the most comprehensive show, and enjoy it more to us, additional registration fee to attend Dive Festival events.

For detailed information on individual packages and to make a reservation please contact the website or one of the Dive Festival hotel participating which can be found on the Dive Festival website at [www.bonaire.com](http://www.bonaire.com).

Bonaire Oceanfront Spaworks  
<http://www.bonaire.com>  
1-800-205-8882

Bonaire Logo: NP

# Tip

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Purchase key words (pay per click).

---



### Existing Customer Login

Email:

Password:

[Forgot your account?](#)

### Common Questions

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[How does it work?](#)

[How do I set up my account?](#)

[What are Google AdWords Ads?](#)



[Certified Local](#)

## Start gaining new customers in less than 15 minutes.

Google AdWords lets 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.

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See your ad on Google and see people click.

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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. **Local** Target your ads by location. Specify counties 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 [assist you](#). (For advertisers only.)

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

\* Source: comScore, November 2009



Get the most relevant results with our advanced search filters.



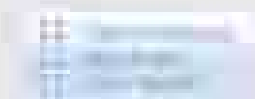
Use our advanced search filters to find the most relevant results.



**SEARCH MARKETING**

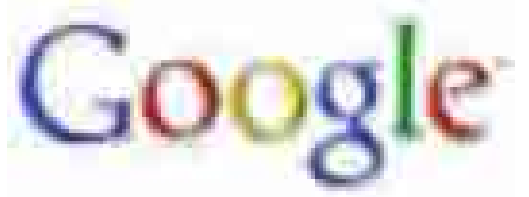
**Features and Benefits**

- [Advanced Search](#) - Reach 95% of active internet users through top search engines!
- [Targeted Advertising](#) - Target ads based on keywords of your competitors.
- [Search Engine](#) - Getting the most reach and coverage in important search engines.
- [Search Engine](#) - Reach 95% of internet users through top search engines.
- [Search Engine](#) - Promote your offers and only to those visitors on Yahoo! Search.
- [Search Engine](#) - Reach your business in the Yahoo! Directory.



Get the most relevant results with our advanced search filters.

Use our advanced search filters to find the most relevant results.



Navigation bar: Home, Images, Maps, Google Scholar, News

Search bar:

Buttons: Search, Google Scholar, News, Images, Maps

Google.com - Search - Images - Maps - Google Scholar - News - Images - Maps





Home | Mail | News | Sports | Finance | More

Search for: [input field] [button: Search]

Yahoo! News: [Section Header]
[Text snippet 1]
[Text snippet 2]

[Image: Gold coin]
[Text: Yahoo! Finance]

Yahoo! News: [Section Header]
The Only Partner You Can Rely On
Level 3

Yahoo! Finance: [Section Header]
[Image: Woman's face]
[Text: Yahoo! Finance]

Table with 4 columns: [Column 1], [Column 2], [Column 3], [Column 4]

- List of links or items in a sidebar section.

- Bottom left sidebar with categories like:
- News & Current
- Sports & Entertainment
- Health & Wellness
- Arts & Entertainment

[Image: Red car]
[Text: Yahoo! Finance]



**YAHOO!** search

Home | News | Sports | Finance | More Pages | News | Finance

**COMPANIES** [View all companies](#)

1. **Tourism and Travel Marketing Consulting** Tourism and travel consulting services, including travel, hotel, cruise, event, and destination marketing, research, and cost control, development, development services.  
[www.tourismconsulting.com](#)

**TOP 2000 COMPANIES** [View all companies](#)

1. **Tourism Consulting & Tourism Consulting** Tourism consulting and travel consulting services, including travel, hotel, cruise, event, and destination marketing, research, and cost control, development, development services.  
**Tourism Consulting, TOURISM CONSULTING & TRAVEL RESEARCH**. Another dimension in consulting and research in tourism, including: Tourism planning, travel research, travel...  
[www.tourismconsulting.com](#) | [www.tourismconsulting.com](#) | [www.tourismconsulting.com](#)

1. **Alpine Tourism Consulting** Alpine Tourism Consulting (ATC) can help you develop, manage... To contact Alpine Tourism Consulting, please email [info@alpine-tourism.com](mailto:info@alpine-tourism.com) or call [800-451-2222](tel:800-451-2222) | [www.alpine-tourism.com](#)

1. **Tourism Consulting** Making plans to develop consulting services for tourism and development in travel is quite a challenge at the... Family Sites | Tourism Consulting | Tourism Consulting  
[www.tourismconsulting.com](#) | [www.tourismconsulting.com](#)

1. **Business Model & Tourism Consulting** The company provides research and project services for business model & tourism consulting. The company is also, with marketing, development, and business model and financial plan development.  
**Business Model & Tourism Consulting** (or: Tour Management Management Consulting Services)  
[www.businessmodelandtourismconsulting.com](#) | [www.businessmodelandtourismconsulting.com](#)


1. **Travelers' Travel & Tourism Consulting Magazine** Travelers' Travel & Tourism Consulting Magazine is a journal of regional and international travel, management, and development.  
[www.travelersmagazine.com](#) | [www.travelersmagazine.com](#)

1. **Tourism Consulting Canada - Travel Services** Tourism Consulting Canada (TCC) Canada is a leading Canadian Management Consulting firm offering local tourism consulting services in Canada, including: and Tourism Services... **Tourism Consulting Canada | Tourism Consulting Canada | Tourism Consulting Canada** (Canada's leading consulting in travel, tourism planning, travel, tourism development services)  
[www.tourismconsulting.com](#) | [www.tourismconsulting.com](#) | [www.tourismconsulting.com](#)

# What to do: Find strong keywords

REAL ESTATE | GOLF | AMENITIES | RECREATION | NEWS & UPDATES | CONTACT



 DIRECTIONS

*Joining Timeless Passions*

Nestled alongside the quiet western slopes of the Teton Mountain Range, at the southern edge of the Teton Valley, rests a world-class recreational resort community. Teton Springs. A home where understated elegance and open spaces come together with a historic western atmosphere. An inviting you to share year-round



TETON SPRINGS

Source of <http://www.tetonsprings.com/home.html>

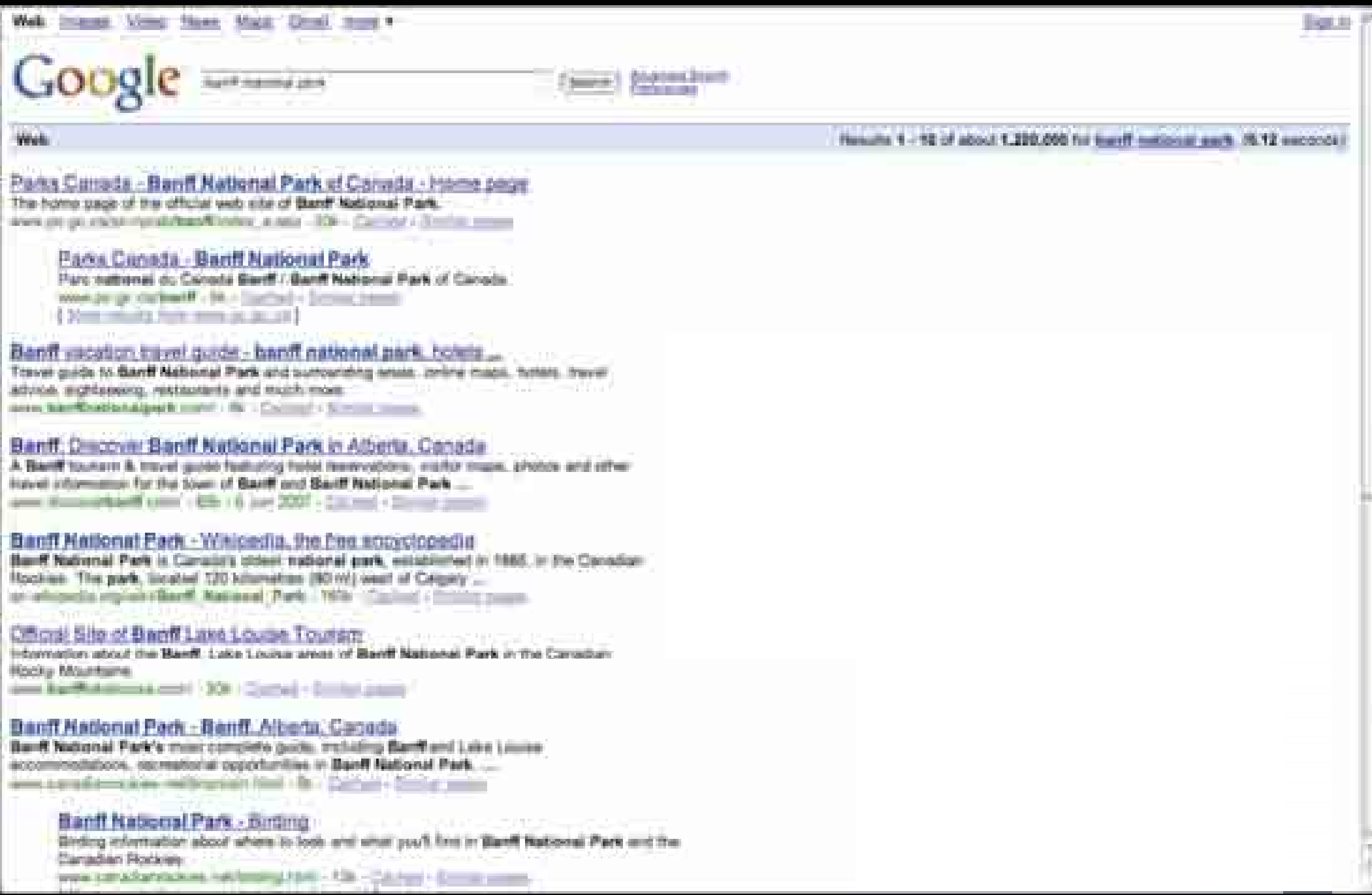
```
<html>
<head>
  <link rel="stylesheet" rev="stylesheet" href="style.css">
  <title>Teton Springs - All season resort community, golfing, fishing, hiking, biking,
skiing - Teton Valley, Idaho.</title>
  <meta name="keywords" content="resort golf community, teton valley, golf Idaho, Idaho real
estate, 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, wyoming, 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() {
msg=window.open("sw_detect.html","msg","scrollbars=no,height=600,width=800,left=80,top=80");}
</script>

  <script language="javascript">
<!-- hide from old browsers
```

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







Web Search (Google) -  
 Search:

Web Results 1 - 10 of about 2,241,000 for cowboy trail 10 10 (sorted)

**The Cowboy Trail - Western Vacations in Alberta, Canada**  
 Western vacations from guide to Rocky Mountain foothills of Alberta, Canada with trail  
 tips, guest houses, western-themed attractions, accommodations, ...  
[www.cowboypath.com/](http://www.cowboypath.com/) - 46 - Cowboy Trail.com

**The Cowboy Trail Site**  
 Cowboy Trail Map Click on the map or the map to view full sized version. ... You can also  
 download a pdf version of the Cowboy Trail map with partial ...  
[www.cowboypath.com/](http://www.cowboypath.com/) - 46 - Cowboy Trail.com

**Cowboy Trail Family - Home Page**  
 Serving Cowboys, Cowboys, Cowboys, Cowboys, and their wives, friends, family, friends,  
 and contact info.  
[www.cowboypath.com/](http://www.cowboypath.com/) - 46 - Cowboy Trail.com

**Travel Alberta Canada - Alberta Rocky Mountain Scenic Drives**  
 Enjoy Alberta's historic Cowboy Trail and discover how the Old West lives ... The Cowboy  
 Trail stretches along Highway 22 from Banff through ...  
[www.alberta.ca/](http://www.alberta.ca/) - 46 - Alberta.ca

**Travel Alberta Canada - The Cowboy Trail, Moritz, Migration and ...**  
 The trail - looking west toward the mountains from the Old West townships of Alberta's  
 prairie south, the Cowboy Trail is about 2000's cowboy ...  
[www.alberta.ca/](http://www.alberta.ca/) - 46 - Alberta.ca

**Nebraska Game and Parks Commission - Cowboy Trail**  
 The Cowboy Trail is the longest all-terrain trail in progress in the United States  
 which crosses a tall steel pipe bridge over the Nebraska River at ...  
[www.ngc.state.neb.us/](http://www.ngc.state.neb.us/) - 46 - Nebraska Game and Parks Commission

**Nebraska Game and Parks Commission - Cowboy Trail**  
 The Cowboy Trail and North Star over the steel bridge Chicago & North Western  
 should consider crossing between Norfolk and Omaha ...  
[www.ngc.state.neb.us/](http://www.ngc.state.neb.us/) - 46 - Nebraska Game and Parks Commission







Search



1-11

Result 1 - 12 of about 15,000 for **peruquina hills** (3.21 seconds)

**Peruquina Hills Guestfarm - Delightful Nature Reserve - South Africa**  
 Peruquina Hills Guestfarm - Delightful Nature Reserve - South Africa  
[www.peruquinahills.co.za](#) - 10 - Contact | Bookings

**Atlanta - Peruquina Hills Ranch with Historic Trails**  
 Atlanta, Texas - enjoy recreation in Atlanta. We take the guesswork out of your evening  
 dinner from some of the best eating truly thought. Contact us ...  
[www.peruquinahills.com](#) - 10 - Contact | Bookings

**Vibrating Guest Farm Accommodation - Peruquina Hills Guest Farm**  
 Great farm accommodation at Doodlow, 10km from SA River on our 6000 acre Farm  
[www.peruquinahills.com](#) - 10 - Contact | Bookings

**Farm and Ranch Vacations on The Cowboy Trail**  
 Get your cowboy gear when you bring home with us. We have many properties  
 located in the Peruquina Hills of Colorado ...  
[www.peruquinahills.com](#) - 10 - Contact | Bookings

**Peruquina Hills (Mentha and Salsiceras), Guatemala**  
 Mentha and Salsiceras are just Peruquina Hills (Mentha and Salsiceras)  
 Peruquina Hills (Mentha and Salsiceras) - Guatemala and Peruquina  
[www.peruquinahills.com](#) - 10 - Contact | Bookings

**Business Dining**  
 We're a private dining venue and welcome both to the year on the Park and Lakeland 100  
 Trail and Mountain. Peruquina Hills offers a variety ...  
[www.peruquinahills.com](#) - 10 - Contact | Bookings

**Green Mountain**  
 Peruquina Hills Guest Farm is closer with Delightful Nature Reserve. Among the 100  
 best rated is a beautiful great nature reserve. Peruquina ...  
[www.peruquinahills.com](#) - 10 - Contact | Bookings

**peruquina hills climate control**  
[www.peruquinahills.com](#) - 10 - Contact | Bookings



Web Search Tools News Maps Books Images

Web

Results 1 - 10 of about 212,582 for townshome: [0.05 seconds]



### Town of Clearwater, AB, Canada

http://www.townofclearwater.com

### Welcome to the Town of Clearwater

The official town site, offering a community profile, news and events, statistics and social information, including a collection of local business. ...  
[www.townofclearwater.com](http://www.townofclearwater.com) - 0 - 10/20/07 - 2007/08/08

### Town of Clearwater

The Town of Clearwater provides a wide range of local government and professional services to the surrounding region. The community's needs of the 21st century are our focus. ...  
[www.townofclearwater.com](http://www.townofclearwater.com) - 0 - 10/20/07 - 2007/08/08

### Clearwater Local Press

Online version of the newspaper, provides local news, events, sports, jobs and classified advertising. ...  
[www.clearwaterpress.com](http://www.clearwaterpress.com) - 0 - 10/20/07 - 2007/08/08

### Clearwater Travel: City of Clearwater Alberta Tourism Directory

A Clearwater travel guide & tourism directory for the City of Clearwater, Alberta by [www.visitclearwater.com](http://www.visitclearwater.com). ...  
[www.visitclearwater.com](http://www.visitclearwater.com) - 0 - 10/20/07 - 2007/08/08

### Clearwater Lodging & Accommodations Lodging Guide to Clearwater

Clearwater lodging & accommodation guide, includes a complete list of places to stay in Clearwater, Alberta, plus some reservations. ...  
[www.clearwaterlodging.com](http://www.clearwaterlodging.com) - 0 - 10/20/07 - 2007/08/08

### Clearwater Local Press Editorial Page

Get free and approved Clearwater Local Press ads into today's paper. ... Don't forget to pick up a copy of the award-winning Clearwater Local Press! ...  
[www.clearwaterpress.com](http://www.clearwaterpress.com) - 0 - 10/20/07 - 2007/08/08

### AlbertaFirst.com - Clearwater

AlbertaFirst.com, a provincial, municipal and industry extremely priced 24/7 service (available information by businesses and individuals) located in ...

Recommended Links

**Visiting Alberta**  
 The Official Travel Site  
 Clear Water from 100+ local sites  
[www.alberta.com](http://www.alberta.com)

Suggestion: Get rid of the counter. Change the focus of the home page. Make this a sales tool as well as a resource.



**Welcome to Claresholm!**

**What's going on in Claresholm? [Click here to find out!](#)**

**Our great assets, events and more to enjoy. [Click HERE!](#)**

**Mayor**

**Municipal Development Plan - Take a look and provide your feedback.**

**Canada Day 2007 - find out what's happening.**

**We get things done - [Click here to find out more.](#)**

The Town of Claresholm provides a wide range of retail, government and professional services to the surrounding region. The community's quality of life is enhanced by the rolling foothills to the West, golden grain fields to the East, and many recreational facilities.

Claresholm is a great place to live, and it prides itself on the friendliness of its residents, its retail services and industrial success. It is a thriving community of over 2,600 people. Claresholm's traditional roots of agricultural service centre and industrial strength have been diversified in the last few years by the growth of the health care sector of the economy. It offers excellent recreation with an 18-hole golf course, swimming pool, curling and skating rinks, and an active equestrian.

The Town of Claresholm is located in the Municipal District of Willow Creek #29, midway between Calgary and Lethbridge on Highway 2. It is 104 km south of Calgary and 90 km northwest of Lethbridge. Claresholm rests on the fringe of the most expansive part of Alberta's foothills, providing easy access to an endless number of Mountain views and recreational opportunities.

Farming and ranching still constitute the main economic foundation of the community. However, big health-related employers add to the economic stability of the area and include the Alberta Mental Health Care Centre, the General Hospital, the Willow Creek Continuing Care Centre and the David Lunan Centre (Alcohol and Drug Abuse Centre).

Claresholm was named in 1881 by John Haddock, a Canadian Pacific Railway superintendent, for the name of his home in Medicine Hat. His wife's name was Clara, and they referred to their locale as "Clara's home". The first buildings erected were the water tower for the farms, and a section house for supplies needed to build the railroad which came through what is now Claresholm in 1881. Claresholm was incorporated as a village 19 June 1903. The town of Claresholm was incorporated 31 August 1905.

**We look forward to having you in our town!**

**905 818**

Suggestion: Work on the site to alleviate technical issues. Focus on activities, by season.



Home | [Visit Our Website](#) | [Home](#) | [History](#) | [Tourism](#) | [Business](#) | [Council](#) | [Community Development](#) | [Activities](#) | [Contact Us](#)

## Enjoying Claresholm & Area

Claresholm has a lot to offer both for residents and visitors!



Official mascot (sponsored by the Claresholm Fire Dept) on the left is Councilor Gary Butler, and on the right is...

- [Home](#)
- [Community Development](#)
- [Tourism and Public Services](#)
- [Leisure and Recreational Activities](#)
- [Local News](#)
- [Business & Investment](#)
- [Sports and Events](#)



# Suggestion: Include more and higher-quality photography. Sell activities over history and "things."

[The Museum has 173 open hours per week.](#)

**Appaloosa Horse Club of Canada & Museum:** Clearwater is home of the official registry of the Appaloosa Horse of Canada. The AppHC Museum & Archives was officially opened on December 1, 1994. The aim of the museum is to collect, preserve, record and display artifacts, relics, books, pamphlets, publications, papers, documents, photographs and other materials illustrative of, or of interest to the history of the Appaloosa breed of horse. The AppHC and the museum society are currently working to establish our Hall of Fame as the highest form of recognition for people who have contributed to the breed, and to sustaining Appaloosas. The AppHC was formed in 1984 and by 1991 official breed recognition was gained from the Canadian Department of Agriculture as the club was incorporated under the Livestock Pedigree Act. This act was repealed in 1988 with the Animal Pedigree Act under which the AppHC is still recognized by Agriculture Canada and therefore is the only Appaloosa breed registry which may be incorporated under the act and receive the federal recognition. Since 1954, accurate registration records have been kept and are now being entered into a computer program which will speed up official processing and provide members with even more record services and information.

The Appaloosa Horse Club of Canada | Box 948, Clearwater, AB T0L 0T0 | Ph (403) 879-3338 | [www.appaloosa.ca](http://www.appaloosa.ca)



General re-  
development

These offer various activities and many more recreational

- **Will** and free-land creek provide quiet camping and picnicking spots in the footbed and favor of starting country. The area is rich in geological history, and there is evidence of a deepening to the park.
- **Pine Coulee** - The Pine Coulee Project was constructed beginning in 1996 and completed in 1999. This project, built north-west of Clearwater, was initiated in response to recurring shortages of water supply due to the variable water flow in Willow Creek and the small streams that feed into it. The project will provide a reliable water supply for the 4500 residents of the Willow Creek Basin, including the towns of Clearwater and Oxbow. It will also secure a water source for irrigated land and allow an expansion of the irrigated areas already served. The project will enhance fish and wildlife habitat, as well as create additional water-based recreational opportunities near the existing facilities of Willow Creek Provincial Park. The reservoir has been stocked with Walleye and is open for camping and boating in designated areas.
- **Clear Lake** - A great little man-made lake to visit just east of town! This location offers camping, a playground, and small hall which is great for family reunions or small gatherings. The lake is a great spot for boating, water skiing or jet skiing. Call the Municipal District of Willow Creek Office to inquire about boating, the hall or camping area for group functions.

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

# Remington Carriage Museum

Family Programs  
Family Tour  
Site Information  
Special Events  
Educational Programs  
Kids Page  
Contact  
Links



The largest collection of horse-drawn vehicles in North America

Open Year Round 7 Days a week!

Talk in my link to view and experience life in the 19th century as reflected in its activities for work and play.

## Links

### Discovering Cardston and Area

Town of Cardston - [www.townofcardston.ab.ca](http://www.townofcardston.ab.ca)  
Alberta Temple - [www.abchurchministries.com](http://www.abchurchministries.com)  
Great Canadian Barn Dance - [www.greatcanadianbardance.com](http://www.greatcanadianbardance.com)  
Waterton Lakes National Park - [www.watertonlakes.ab.ca](http://www.watertonlakes.ab.ca)  
Mounties to Mounties - [www.mountiesandmounties.com](http://www.mountiesandmounties.com)  
Carriage House Theatre - [www.carriagehousetheatre.com](http://www.carriagehousetheatre.com)

### Discovering Alberta

Travel Alberta - [www.travelalberta.com](http://www.travelalberta.com)  
The Cowboy Trail - [www.thecowboytrail.com](http://www.thecowboytrail.com)  
Trail of the Great Bear - [www.trailofthegreatbear.com](http://www.trailofthegreatbear.com)  
Discover Alberta - [www.discoveralberta.com](http://www.discoveralberta.com)  
Alberta South Tourism Destination Region - [www.albertasouth.com](http://www.albertasouth.com)  
Cheokee County Tourist Association - [www.cheokeecounty.com](http://www.cheokeecounty.com)

### Other Historic Sites and Museums

Head Smashed-In Buffalo Jump - [www.head-smashed-in.com](http://www.head-smashed-in.com)  
Parks Side Interpretive Centre - [www.parksidc.com](http://www.parksidc.com)  
Alberta's Provincial Historic Sites - [www.pshs.ab.ca](http://www.pshs.ab.ca)  
Alberta's Museums Network - [www.museumalberta.ab.ca](http://www.museumalberta.ab.ca)  
Brooks Aqueduct on the Eastern Irrigation District site - [www.eid.ab.ca](http://www.eid.ab.ca)  
Brooks Aqueduct 360 Degree Tour - [www.aqueduct360.com/360degrees/360degrees.asp?lat=50.0000&lon=-107.0000](http://www.aqueduct360.com/360degrees/360degrees.asp?lat=50.0000&lon=-107.0000)  
Saskatchewan Western Development Museum - [www.sdmuseum.com](http://www.sdmuseum.com)

## Tip

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

---

Visit  
Tennessee

Live  
Tennessee

Do  
Tennessee

Travel  
Tennessee





Visit

- Home
- About
- Attractions
- Events
- Hotels
- Restaurants
- Transportation
- Travel Tips
- FAQ
- Contact Us

Home | [About](#) | [Attractions](#) | [Events](#) | [Hotels](#) | [Restaurants](#) | [Transportation](#) | [Travel Tips](#) | [FAQ](#) | [Contact Us](#)

### Attractions

Discover the best of our city with our top attractions. From world-class museums and parks to historic landmarks and scenic views, there's something for everyone. Explore our city's rich history and culture, and enjoy the beauty of our natural surroundings. Visit our website for more information and to book your tickets today.



#### Attraction Name

Address  
Phone

This is a detailed description of the attraction, including its location, hours of operation, and ticket information. It provides visitors with all the necessary details to plan their visit and enjoy the experience to the fullest.





# Drumheller Heart of the Canadian Badlands

Things to do | Places to stay | About Drumheller | Book online | [www.visitdrumheller.com](http://www.visitdrumheller.com)

Home | About Drumheller | Places to stay | Things to do | Book online | [www.visitdrumheller.com](http://www.visitdrumheller.com)



## The Dinosaur Capital of North America *Only a 90-minute drive from Calgary, Alberta*

The town of Drumheller is home to the world-famous Royal Tyrrell Museum, the best Badlands scenery in the country, and the richest deposits of fossils and dinosaur bones in North America.

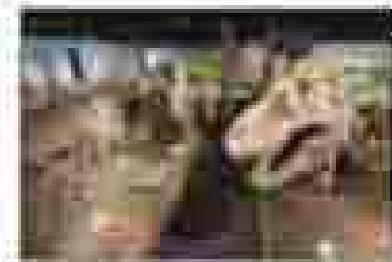
[Click here to find and book Drumheller travel options](#)



**About Drumheller**  
From [Drumheller](#) [Alberta](#)



**Surrounding Towns**  
From [Drumheller](#) [Alberta](#)



**Famous Attractions**  
From [Drumheller](#) [Alberta](#)

## **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  
PURPOSE. PASSION. PROSPERITY.



Approved by  
Tourism  
Development

November 16, 2003

# Create a Regional Branding, Development & Marketing Action Plan:

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

**Thanks for making tourism a part of your  
community's economy**



Destination  
Development, Inc.

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