Destination Development, Inc.

Assessment Findings & Suggestions

A look at Fort Macleod through the eyes of a visitor

June 2007

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

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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 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:

- 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


LAKEPORT
WELCOMES YOU


FoodMart
Best Western
1.41
1.51
1.61
1.39
1.49
1.69
LIONS
1.0 Miles Ahead
Scenic Tango

Suggestion: This is a very nice sign but should be used a directional sign to "Historic downtown - ahead 1 km"

Suggestion: Replace the gravel with native landscaping. Make it shine.

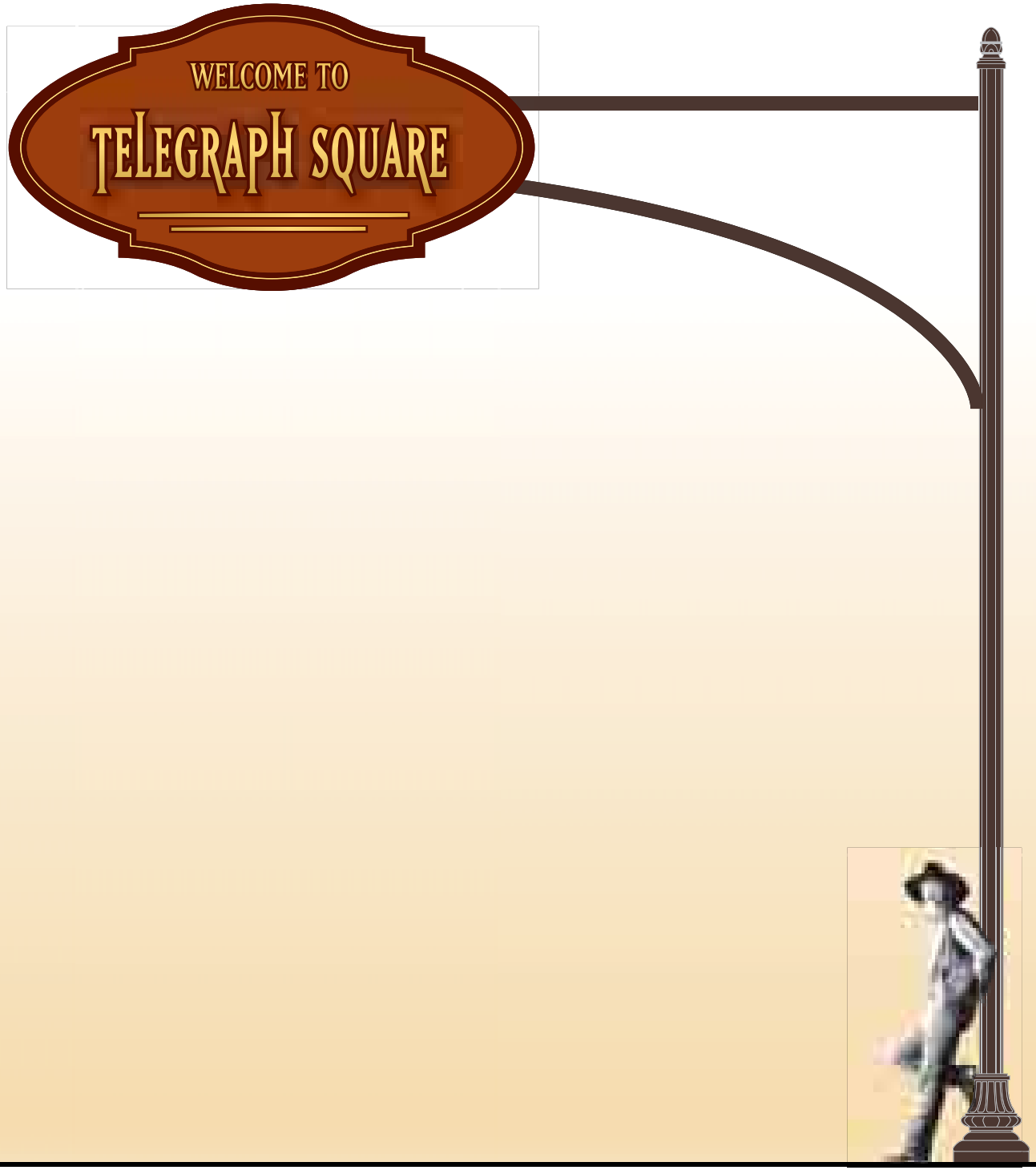
There is so much sign clutter here, don't promote this as part of Fort Macleod. This is NOT Fort Macleod.

WHAT TO DO

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


WELCOME
TO OROVILLE

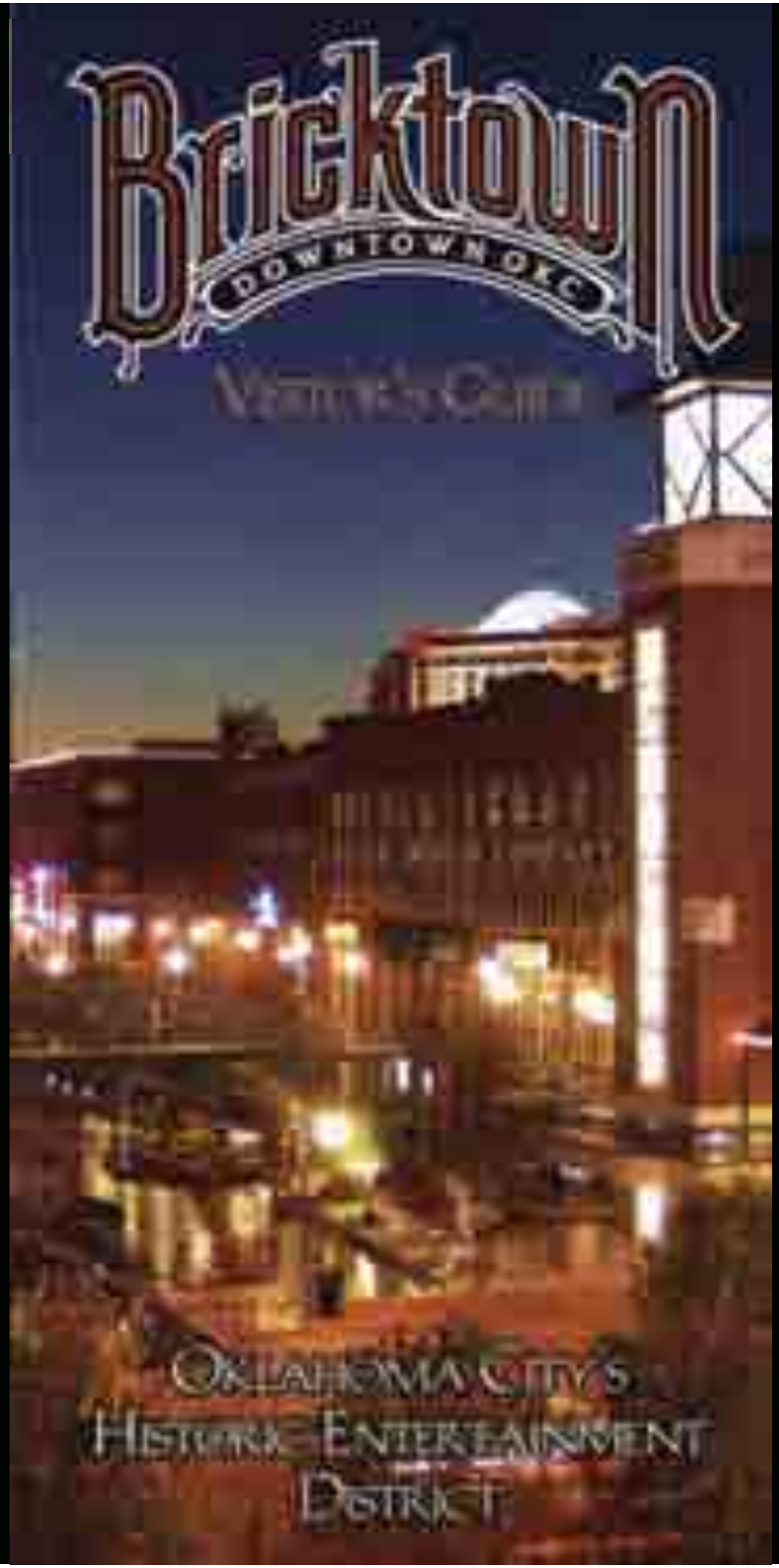
Suggestion: Consider gateways at each end of the central two-block historic area. Make it an attraction - the destination.


WELCOME TO
TELEGRAPH SQUARE

Make downtown a destination

Give it a name, boundaries and development gateways

Give downtown a name:



Popular downtowns:

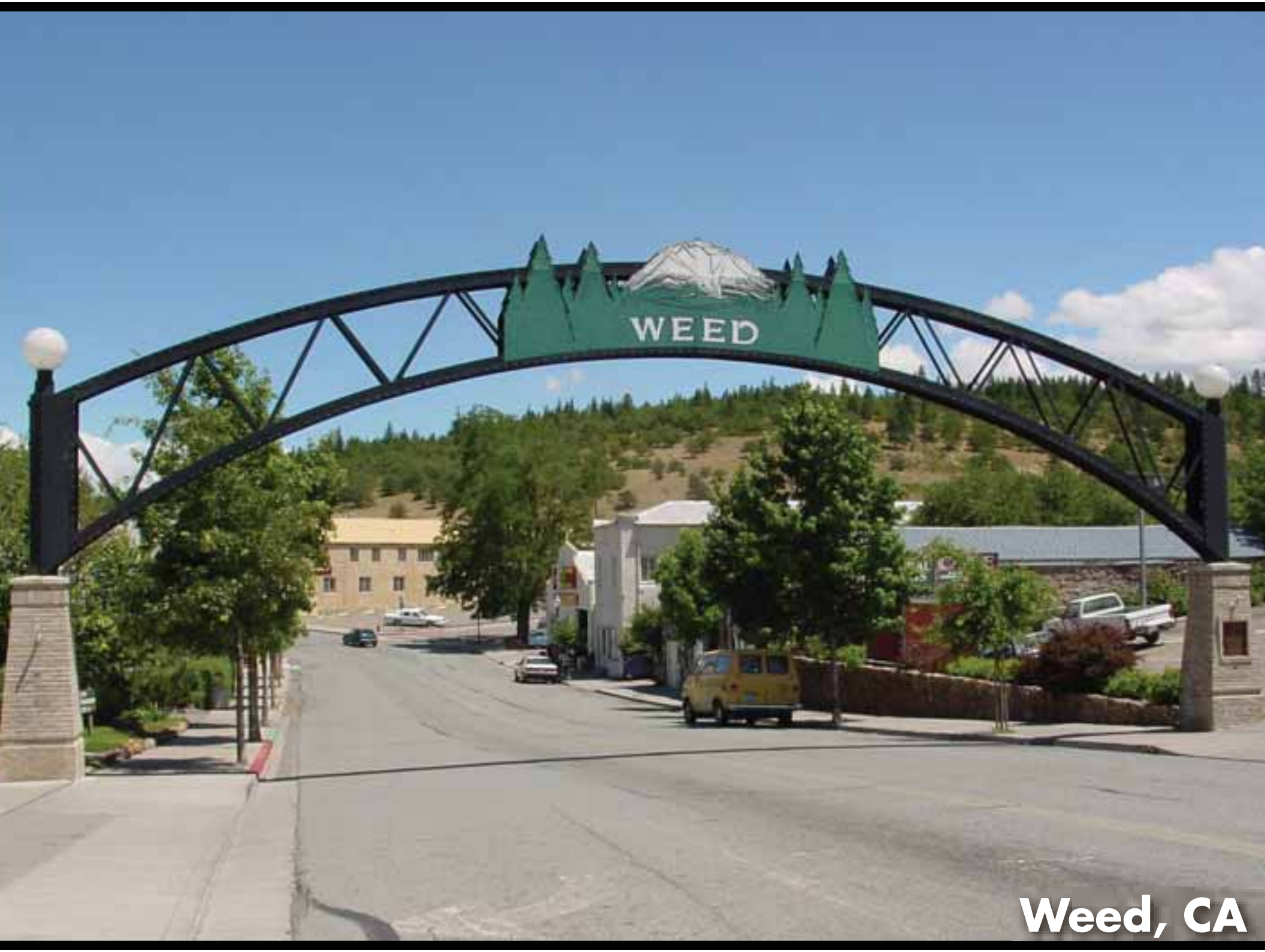
- Vancouver: Gastown
- Seattle: Pioneer Square
- San Diego: Gaslamp District
- Portland: Pearl District
- Nelson, BC: Baker Street
- Snoqualmie, WA: The Rail District
- New Orleans: Bourbon Street, The French Quarter
- Woodlands, TX: Marketplace
- San Antonio: The Riverwalk
- Hawthorne, NV: Patriot Square

Create Gateways & Boundaries

Create the "Mall Mentality"

Beaumont, TX


ALDARRA



Weed, CA

Kalamazoo, MI

Nelson, BC

Burien, WA


Hamilton, CA

Los Angeles, CA

Suggestion: This is an ideal spot for a "Plaza style" intersection or crosswalk.


Hawthorne, NV

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.


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


Enumclaw
Mt. Rainier
Expo Center
RV Park
Marketplace Shops
Hwy. 169
12'-0"

Suggestion: When visitors "step into" Fort Macleod, take them back 100 or more years to a different era.

You have the incredible opportunity of creating an authentic "theme" town.

Good signage, but a little confusing to get in and out of.

Suggestion: As cute as this is, it has nothing to do with the historic nature or ambiance of Fort Macleod. Make it fit the historic theme.


CATHOLIC
CHURCH

What to do:

Suggestion: Fort Macleod should develop and implement a 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!

20/20 Signage Equals $$$

The rule of signs that sell

WHAT TO DO

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


SANDY PAWS
NANTUCKET
PAGEO


Augustina's
Leather
CONCEPTS
Music
Boxes

Besides the theater and a law office can you tell what's in any of these shops?

How about here?

Here?

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

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

before you promote the name of the business.


The
Wood
merchant
WOOD
MERCHANT

Promote your greatest asset or amenity.


MARKET
SNACKS
SUNDRIES
DRINKS

Invest in Beautification

Nothing sells like beautiful places

Whistler, BC


Sisters, OR

Blaine, WA

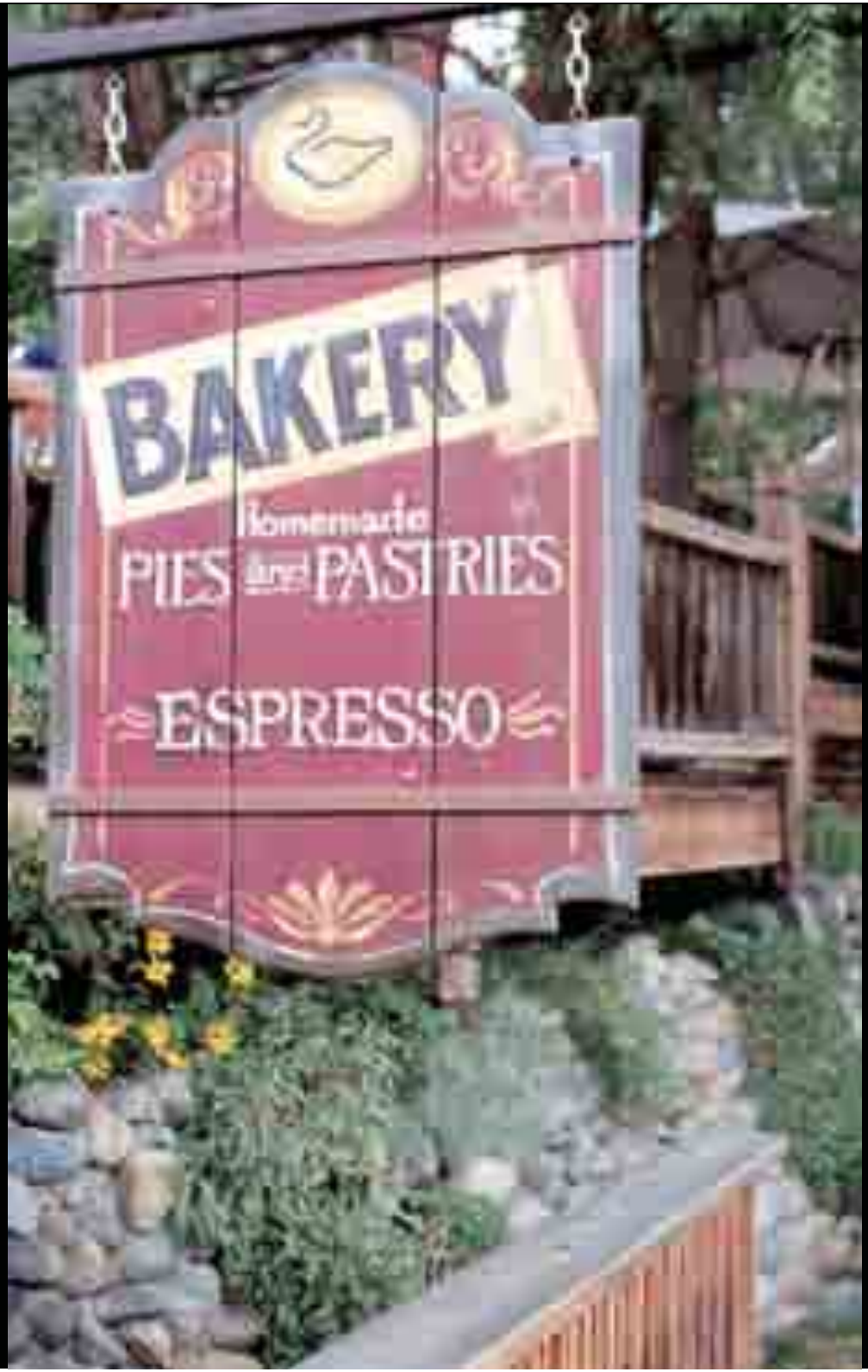
Nice window display. Is this more than a Sears Catalogue store? If so, tell us.

POINT:

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

This is very nice. Suggestion: Consider even more. Other merchants, take note.

This could be easily decorated to look like an "old time" sweet shop to fit the ambiance of the town. Take people back 100 years.



Something along this line fits the ambiance of downtown.

Create "softscapes." Soften the transition from facades to concrete. Make it stunningly beautiful. People like to "hang out" in beautiful places.

Neenah, WI

Neenah, WI

Grass Valley, CA

Suggestion: Landscape planters should be every two meters. The same with hanging baskets.

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.


RESTROOMS ARE
FOR CUSTOMERS
ONLY
THANK YOU


G.WILLAKERS COUNTRY STORE


Public Restrooms
are
Located Behind
Brooks Pharmacy

WHAT TO DO

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


TETON PASS TRAIL

Visitor info should be working 24/7

Moses Lake, WA


STEVENSON


Bonneville Lock and Dam
West Bonneville
Lock and Dam


TOURIST INFORMATION


Visitor Center
715
GUIDED
TOURS


AFTER HOURS
INFORMATION

Suggestion: This large plaza area would be a great location for visitor information. Every attraction should cross sell to others.

Parking Is Not Just For Lovers

Why just one hour?

You should have consistent time limits. Right now: Two hours. As downtown becomes a destination: four hours.

Only 15 minutes? So, you don't want people to spend time and money downtown? That's too bad.

Suggestion: Have consistent parking limits - if any at all.

Other notes and first impressions

Fort Macleod has a stunning downtown in terms of overall appeal and architecture. What a great opportunity.

Take a trip and visit Williamsburg, VA; Fredricksburg, TX. You have that potential of becoming a destination downtown.

Still in business? If so, when is it open?

Suggestion: Merchants should NEVER use “Closed” signs. Instead provide hours.

Open Thurs.-Sun. 10-4

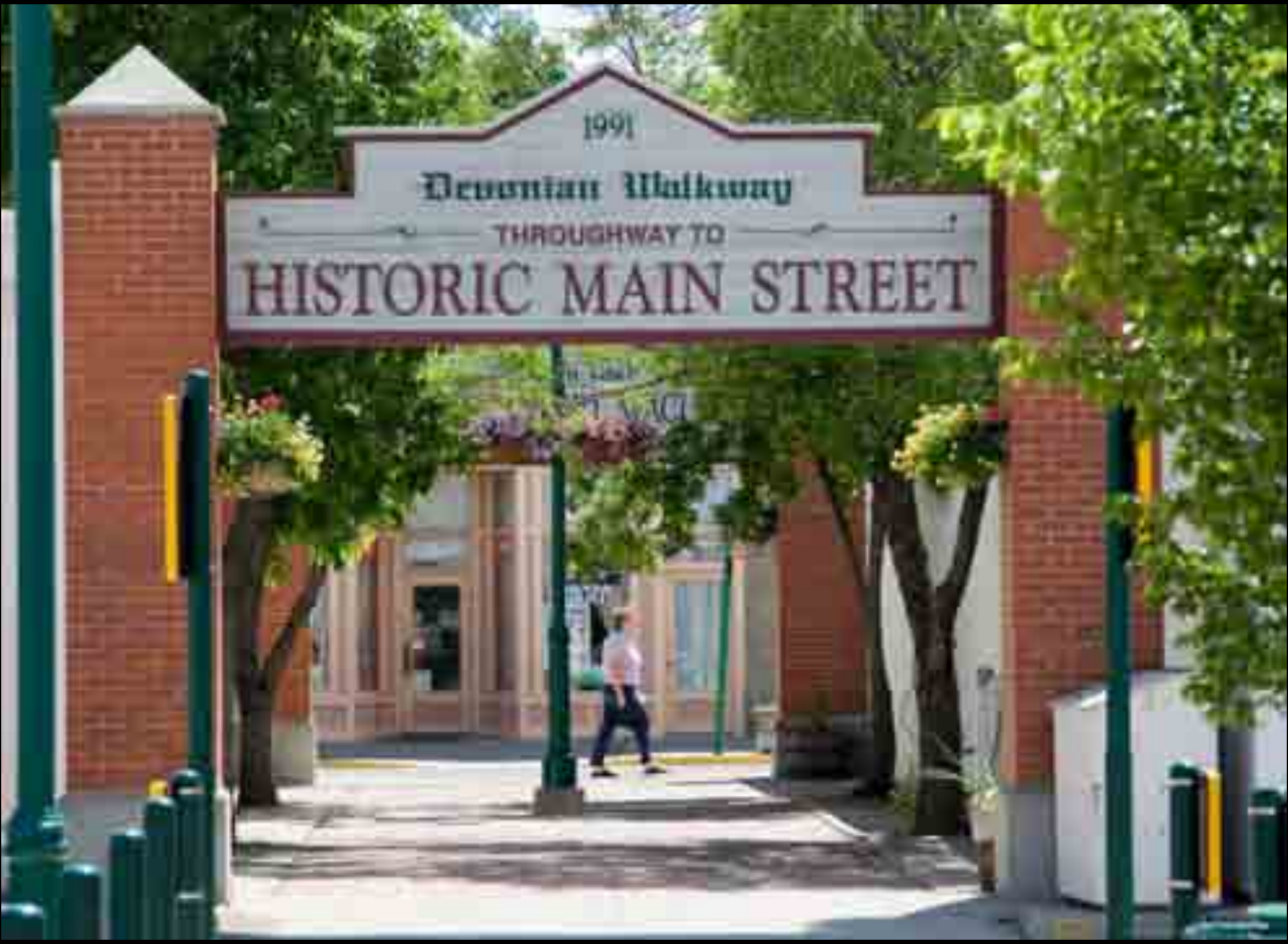
Open every day, July - August

Invite the customer back.

Still in business? This building has tremendous appeal. Perhaps as residential penthouse-style units?

What a great facility. Your brand should be built around the Empress.
"The Musical Theater Capital of the Southern Alberta Rockies."

The "gateway" to the fort is exceptional. Great idea.


1991
Devonian Walkway
THROUGHWAY TO
HISTORIC MAIN STREET

Suggestion: Make this a gathering area. Lease this to a vendor and have them add tables, chairs, umbrellas, and sell ice cream, lattes, etc.

This could be a great little "vendor plaza" during the peak months.
Hand crafted items, artists in action, farmers market, etc.

The fort is beautiful and very well maintained. A great first impression. Suggestion: The bulletin board should ALWAYS be selling upcoming events. If not at the Fort, the Empress or downtown.

The sign is nice. Consider posting hours and/or events underneath it.

Always tell stories. They are fascinating, keep visitors capitivated for longer periods.

Pick stories that "evoke emotion."

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.


Johnny

Suggestion: Before I contribute, tell me what it is, when it is. Post some photos or an interpretive display.

Is this the piggy bank? If so, where do we put the money?

~~A big idea~~

Ok. A wild idea.

Talk about "made to order" and a way to "own" the Musical Theater Capital of the Alberta Rockies. This could be the place.

Imagine an amphitheater here. Make this work for you. Turn it into an outstanding plaza for reenactments, shows, theater in the round...


Kalamazoo, MI


Kalamazoo, MI


SCUTTLEBUTT
PARK
AMPHITHEATER
SPINNAKER LAGOON
AMPHITHEATER
WINDMILL

The fort could become a major attraction. It's ideally suited as a performing arts plaza.

The creation of gathering places & entertainment will make you the place to stay.

That will attract more shops, more dining, and quality lodging facilities.

It will also attract conferences, reunions, retreats and trade shows.

The murals are nice, but consider using trompe l'oeil instead.

Suggestion: Have trompe l'oeil murals developed.


WINSLOW ★ ARIZONA


Soda Fountain


22
23


ENTRANCE

This attraction proves that stories sell. Always work to "evoke emotion."

Critical Mass Is Not Just A Religious Experience

The "mall mentality" rule

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 had 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.

What to do:

critical mass

- Create pedestrian-friendly shopping districts or areas

- 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

Case History: Ashland, OR

Population: 19,600
Claim to fame: Another dying timber town
Challenge: Nothing much to offer visitors

The brand:
Lots of community events

THE TROJAN WOMEN

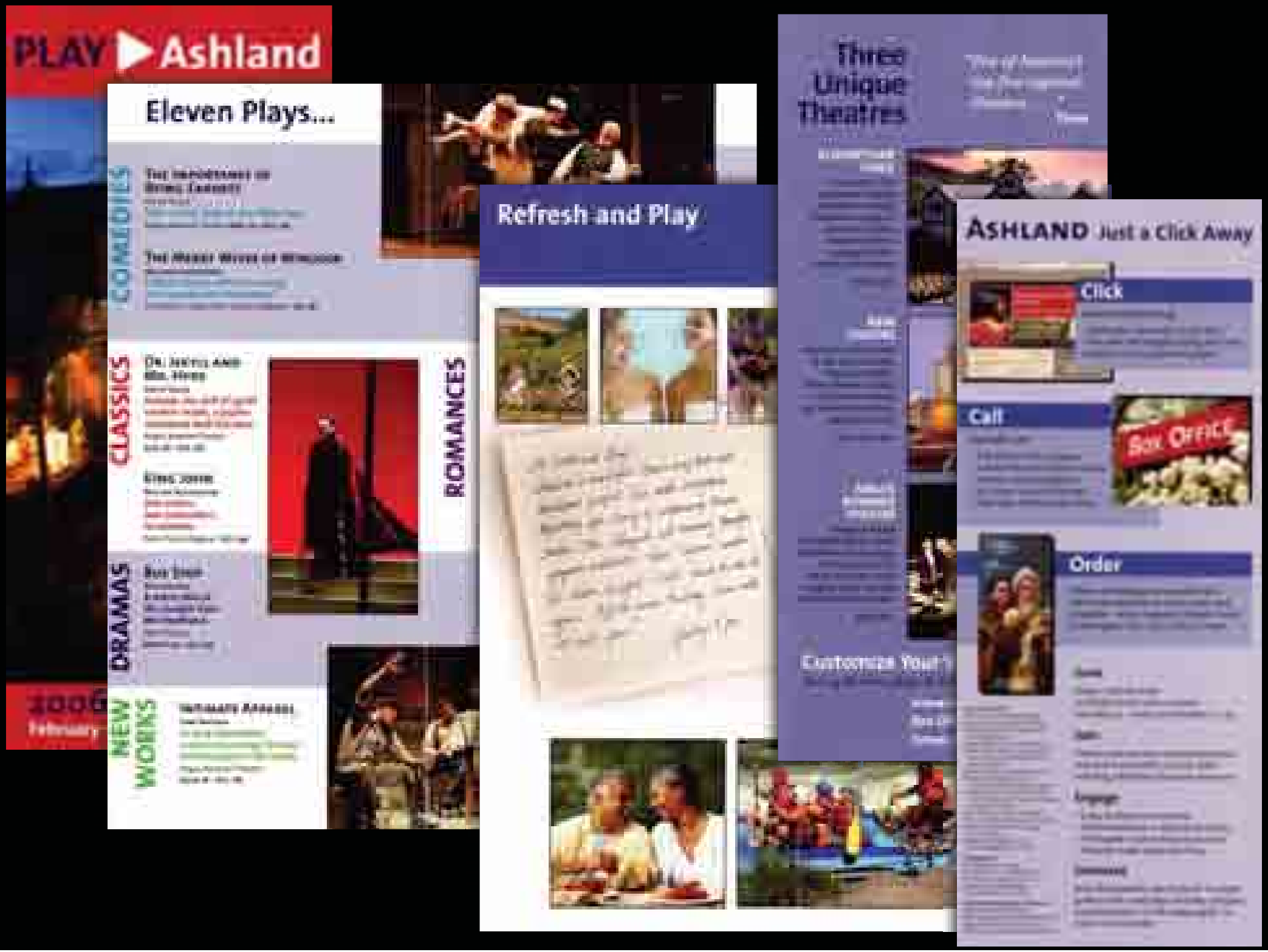
twelfth night

HAMLET

STOP KISS

the Taming of the Shrew

the Night of the Iguana


PLAY Ashland
Eleven Plays...
COMEDIES
CLASSICS
DRAMAS
NEW WORKS
ROMANCES
Refresh and Play
Three Unique Theatres
Customize Your
ASHLAND Just a Click Away
Click
Call
Box Office
Order

ICE CREAM

The brand:

The Oregon Shakespeare Festival

Result:

Partnerships between the city and festival

Seven theaters

460,000 annual visitors, but…

The average stay: six nights

The icon:
Shakespeare Festival, which runs nine months of the year, six days a week

The lure:
The seven theaters, the Festival

Diversions:
Golf, downhill skiing, local events
Lithia Park, mountain biking & hiking
Shopping, dining, historical walks

In a nutshell:

1. Have a Brand Development Action Plan done so you have a road map to becoming “the” destination.

2. Recruit a top-notch boutique hotel downtown.

3. Once you have the brand, recruit the businesses downtown that will reinforce it and will make downtown a true destination.

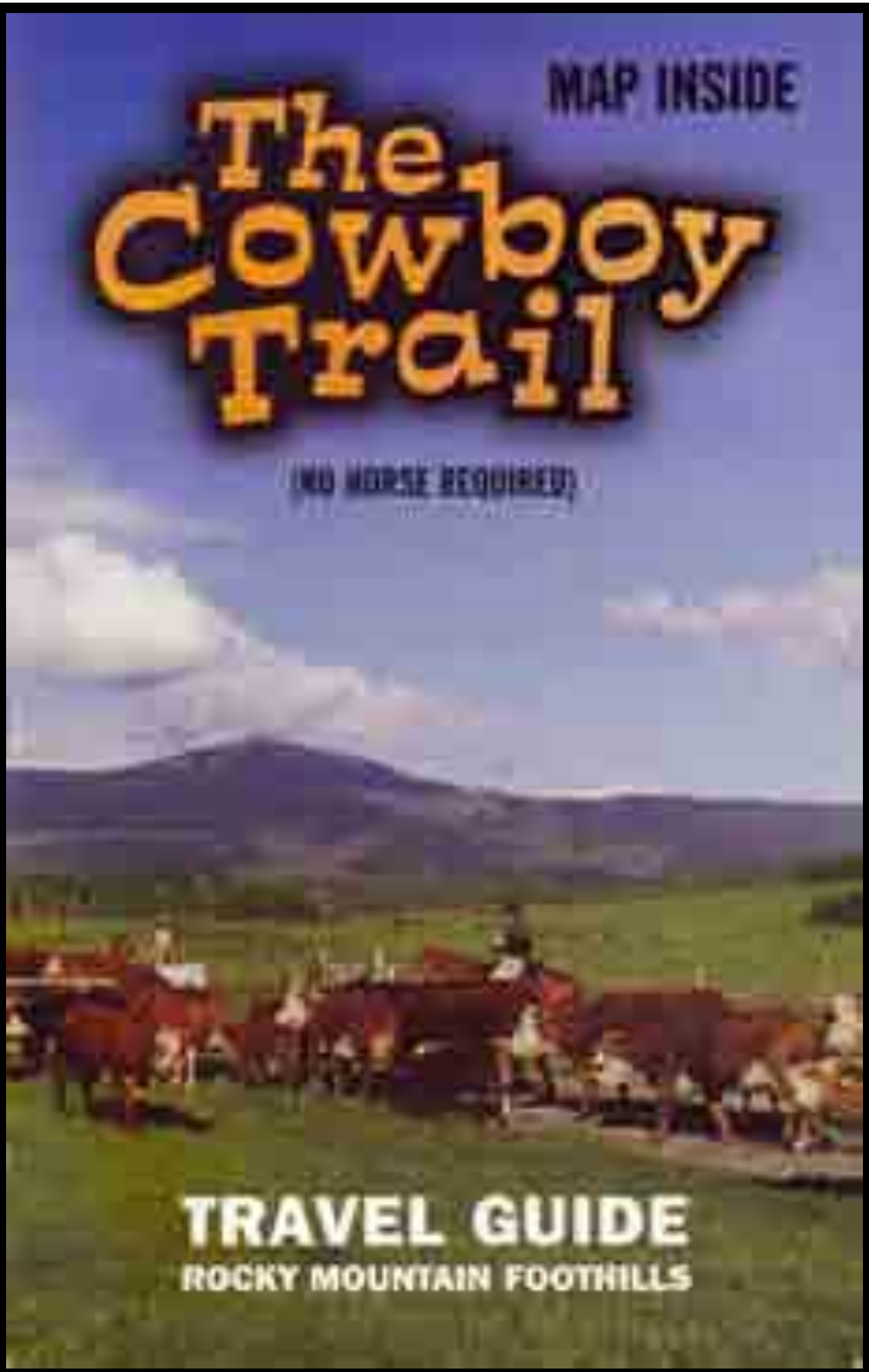
4. Create plaza areas, add benches, make it stunning. Create shade trees, etc.

Marketing Assessment

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

1. This is important in keeping the Rocky Mountains the "premier" North American mountain range.

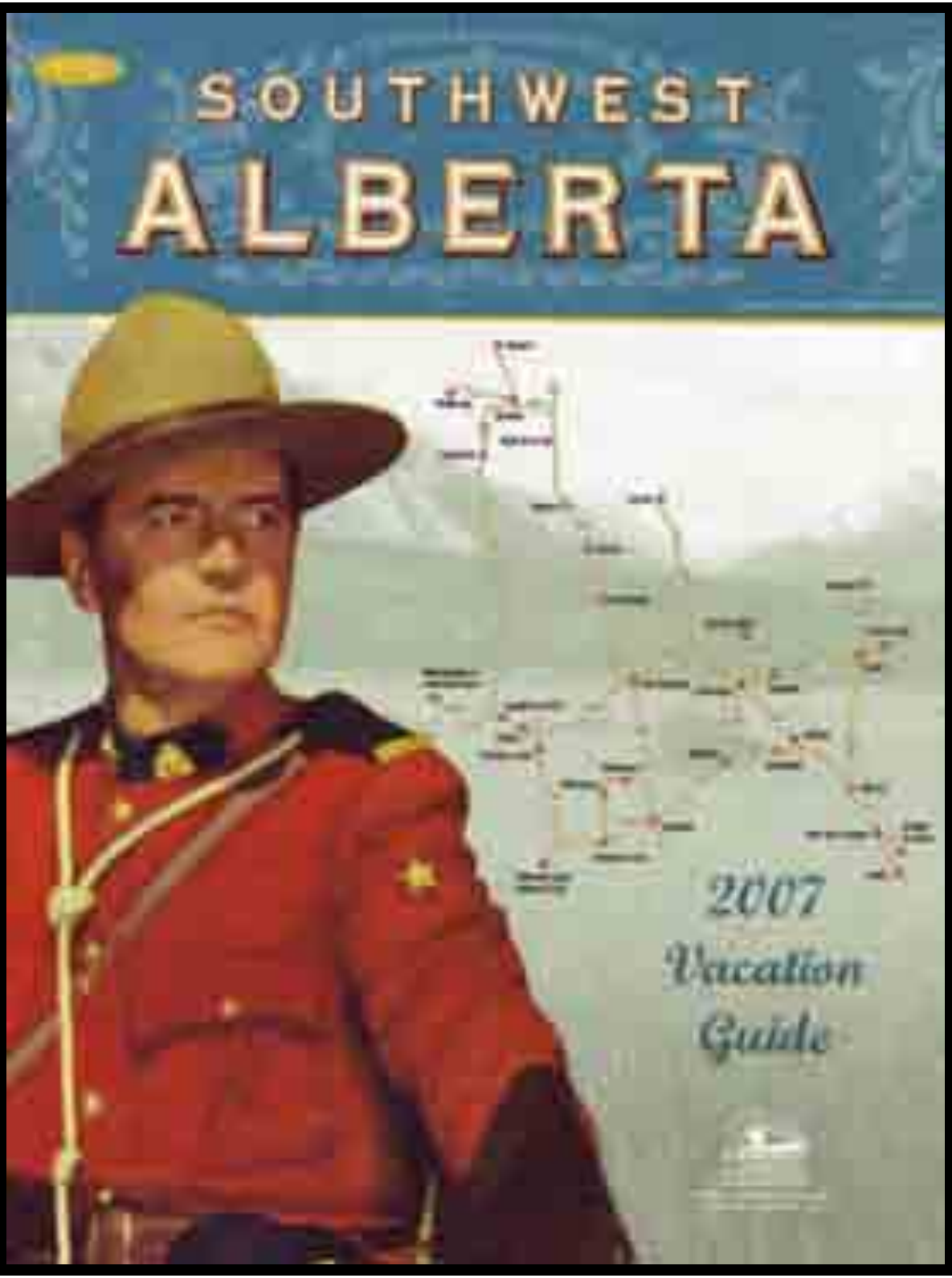
2. She's working on specific routes, and in identifying specific regions along the way so that visitors can get more information.



A great guide for the western ranch experience. That's it's focus:

1. Ranch vacations
2. Wildlife viewing
3. The porcupine hills area, in particular.

Fort Macleod would be a "day trip" for those vacationing along the Cowboy Trail.

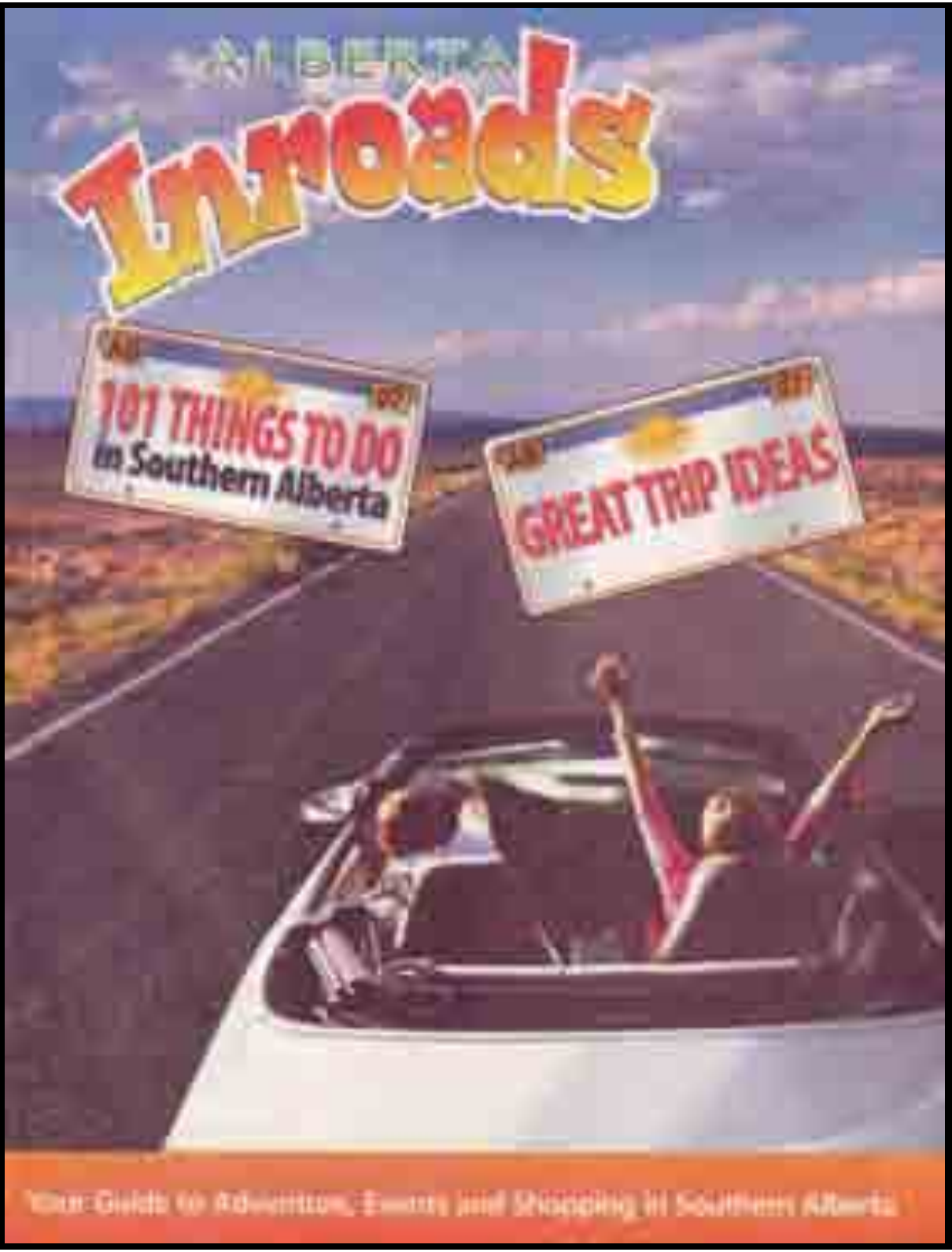


Suggestions:

- 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.

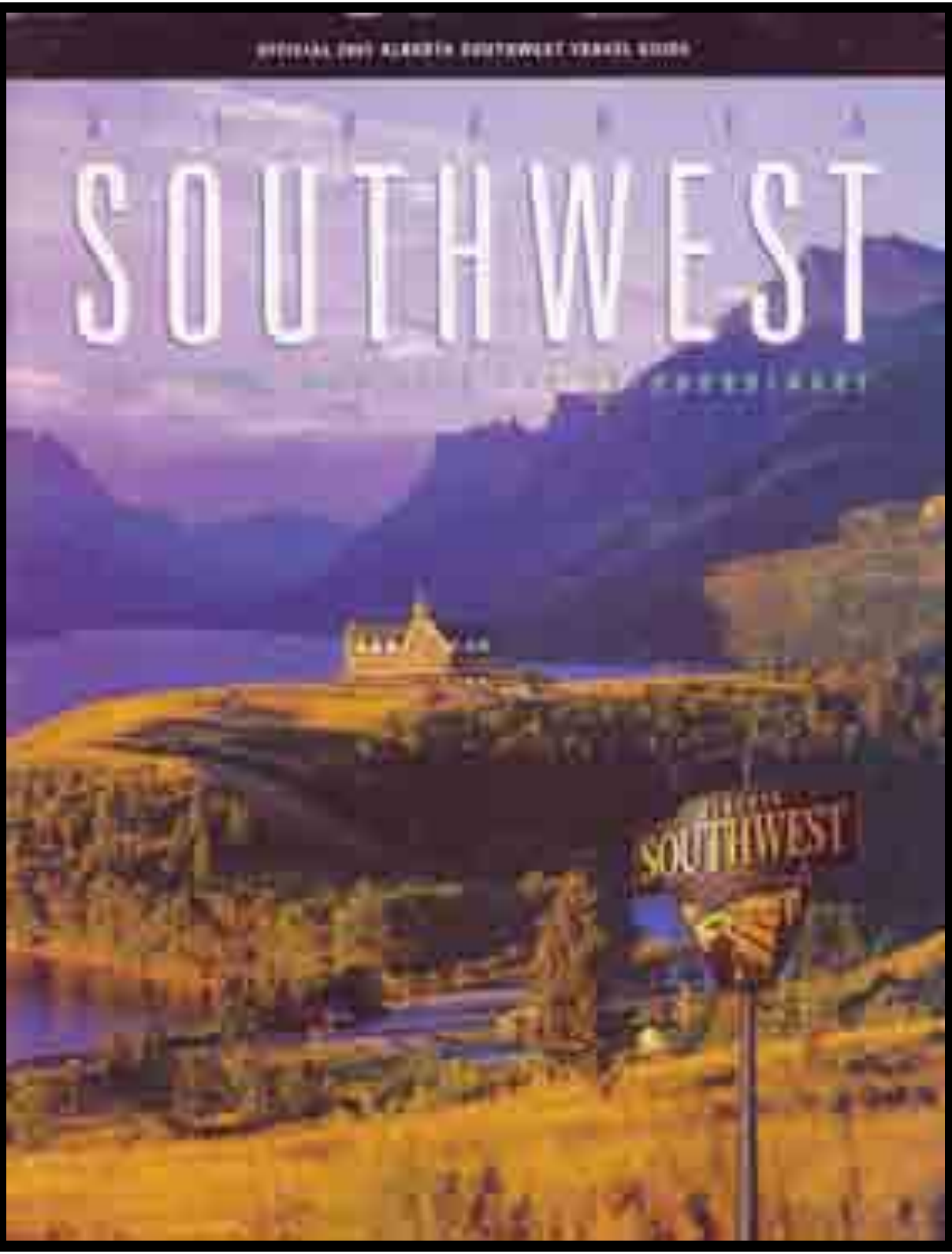


This is a great idea. It revolves around activities - things to do, not just places to go.

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:

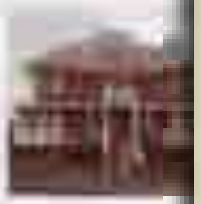
- Change focus to "Pick your season, then pick your passion."

- Create routes by type of experience and type of travel.

1

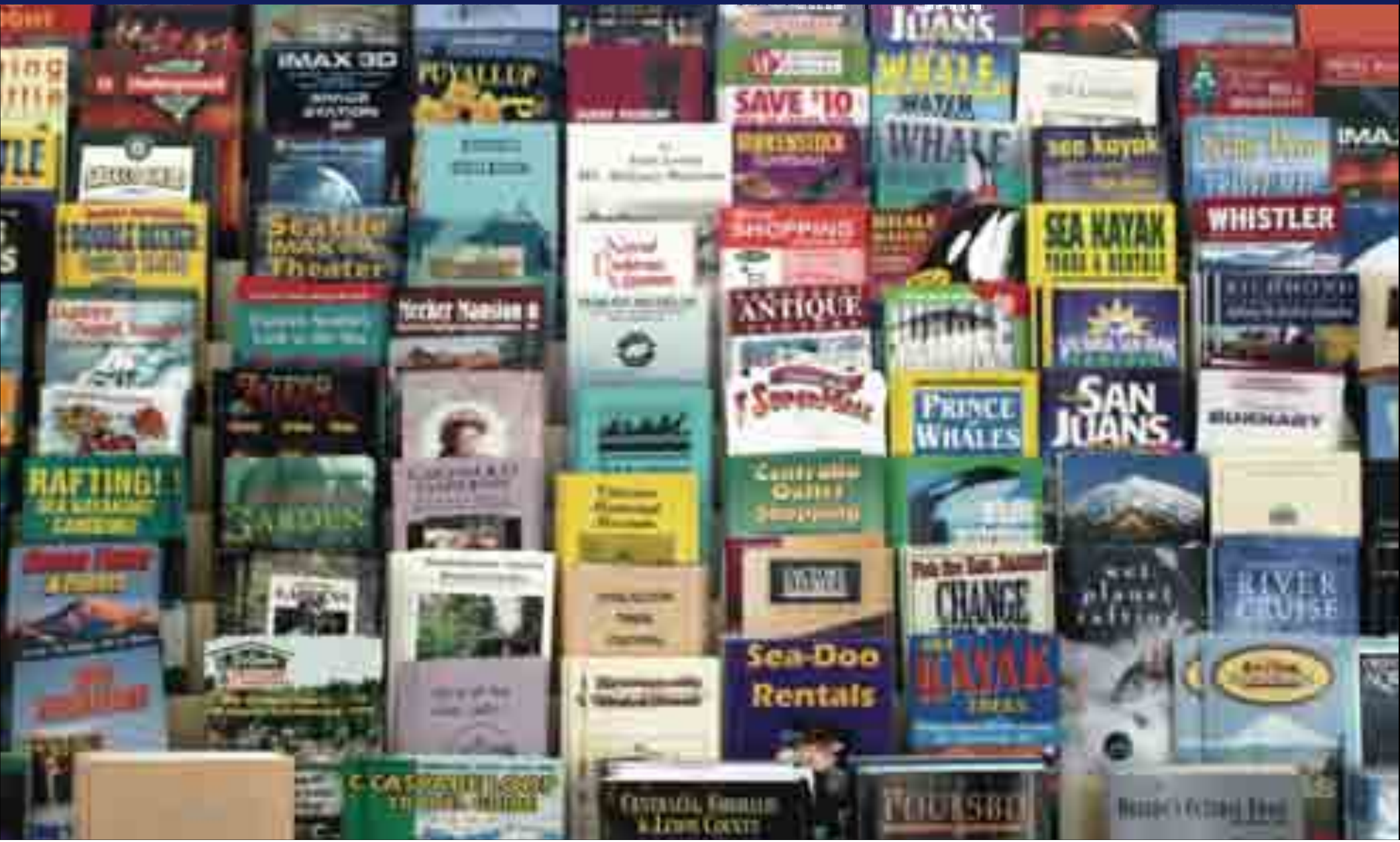
2

3



Don't Let Your Last Opportunity Become a Lost Opportunity

The rule of closing the sale




WHALE
WATCH


WHALE
WATCH
TOURS

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


SAILING
ADVENTURES
Stunning Kootenay Lake, BC


CAMERON LAKE


WATERTON LAKES NATIONAL PARK
BOAT RENTALS
On stunning Cameron Lake

HORSEBACK ADVENTURE

In the Rocky Mountain foothills of Waterton Lakes National Park

Tip

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

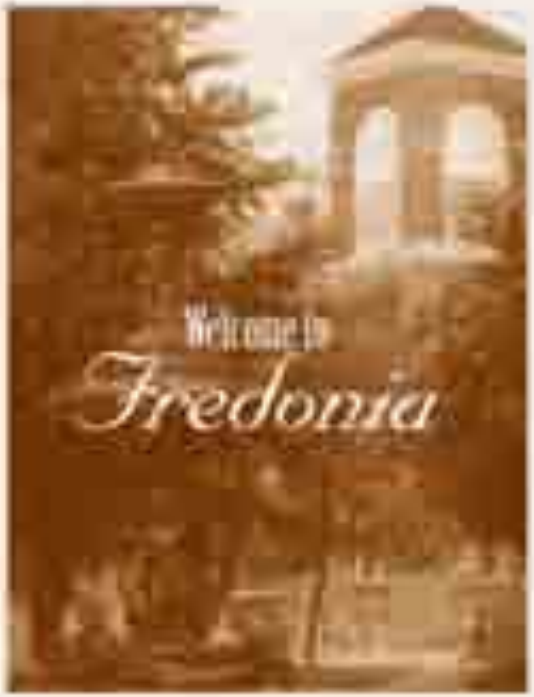
Welcome to
Fredonia, NY

Set amid the Vineyards of Northern Chautauqua County, Fredonia is a picturesque & friendly Historic Victorian Village in Western New York.

Experience the many shops, antiques and artisan wares, the 1891 Fredonia Opera House, Barker Historical Museum, The Telecommunications Museum of Fredonia, festivals, and self-guided walking tours.

Fredonia...Timeless...Treasure
Relax in a Gracious Victorian Village

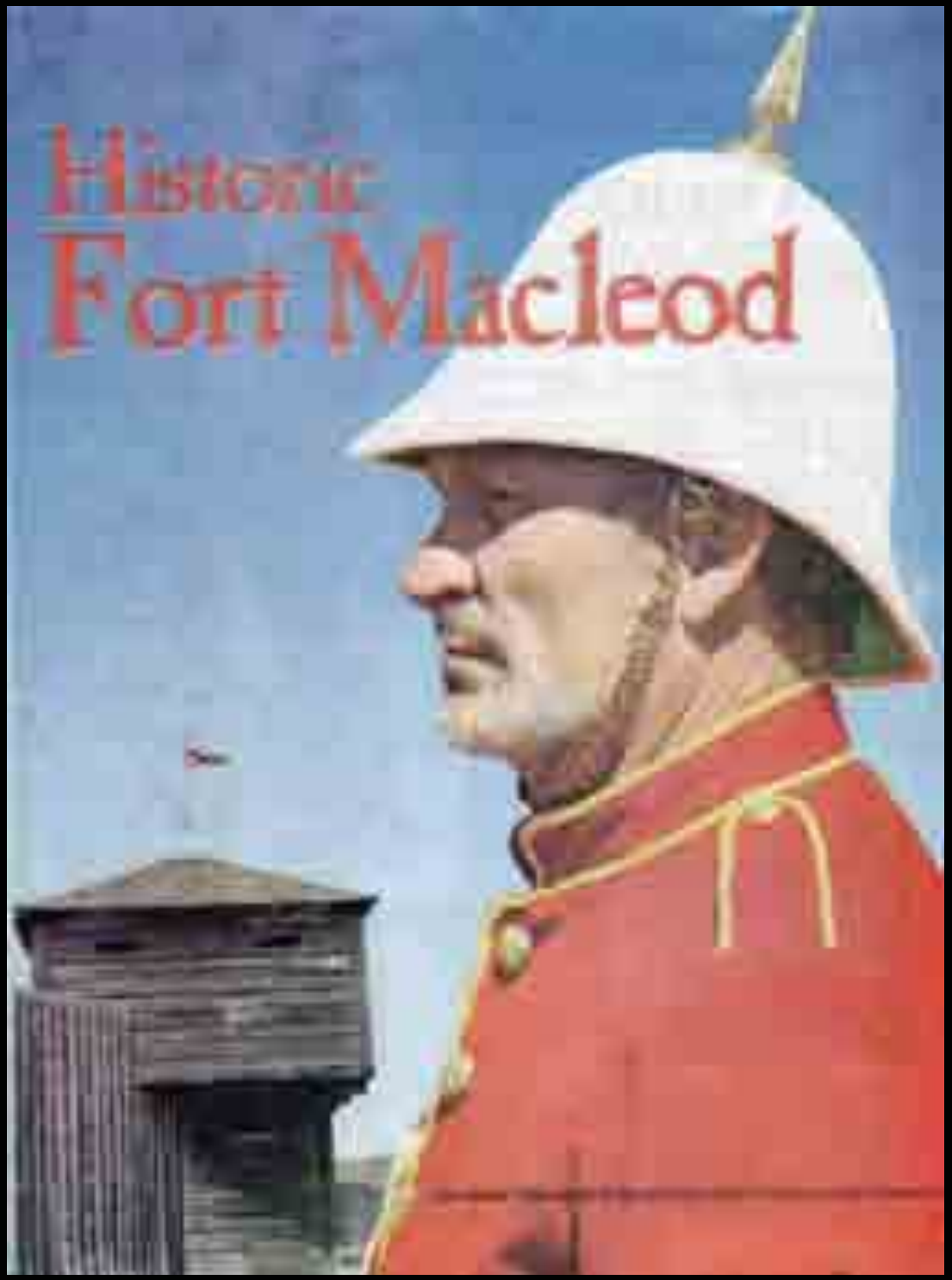
A Picturesque Victorian Village
Set Among the Vineyards of Western New York



Experience the many shops, antiques and wares, the 1891 Fredonia Opera House, Barker Historical Museum, The Telecommunications Museum of Fredonia, festivals and self-guided tours.

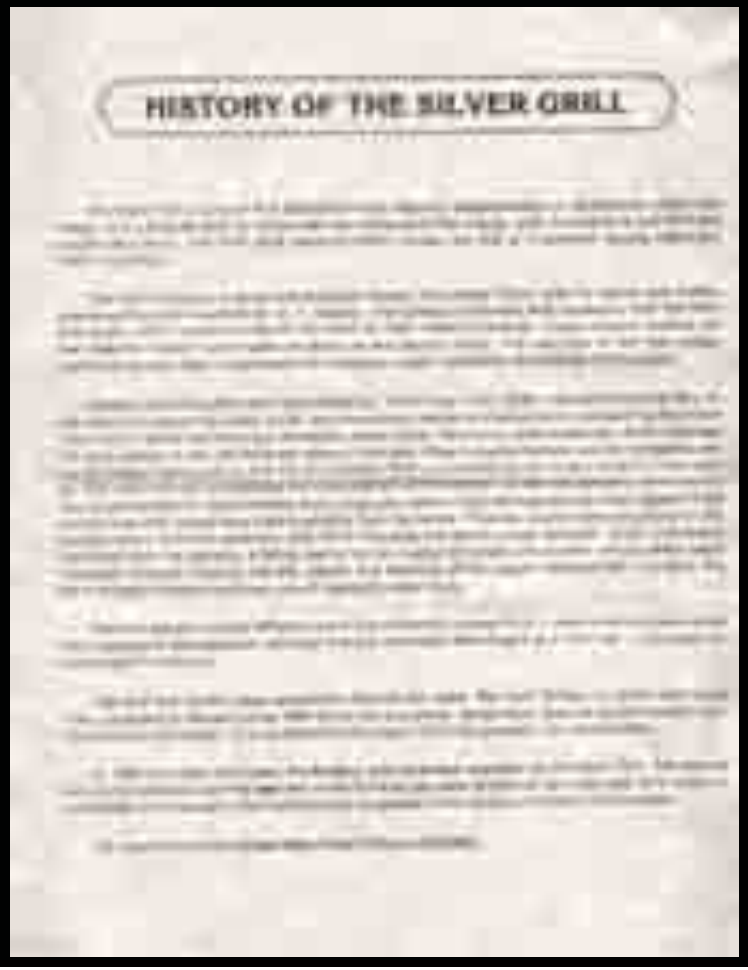
"A Timeless Treasure"

What to do: Use red/yellow. Command attention

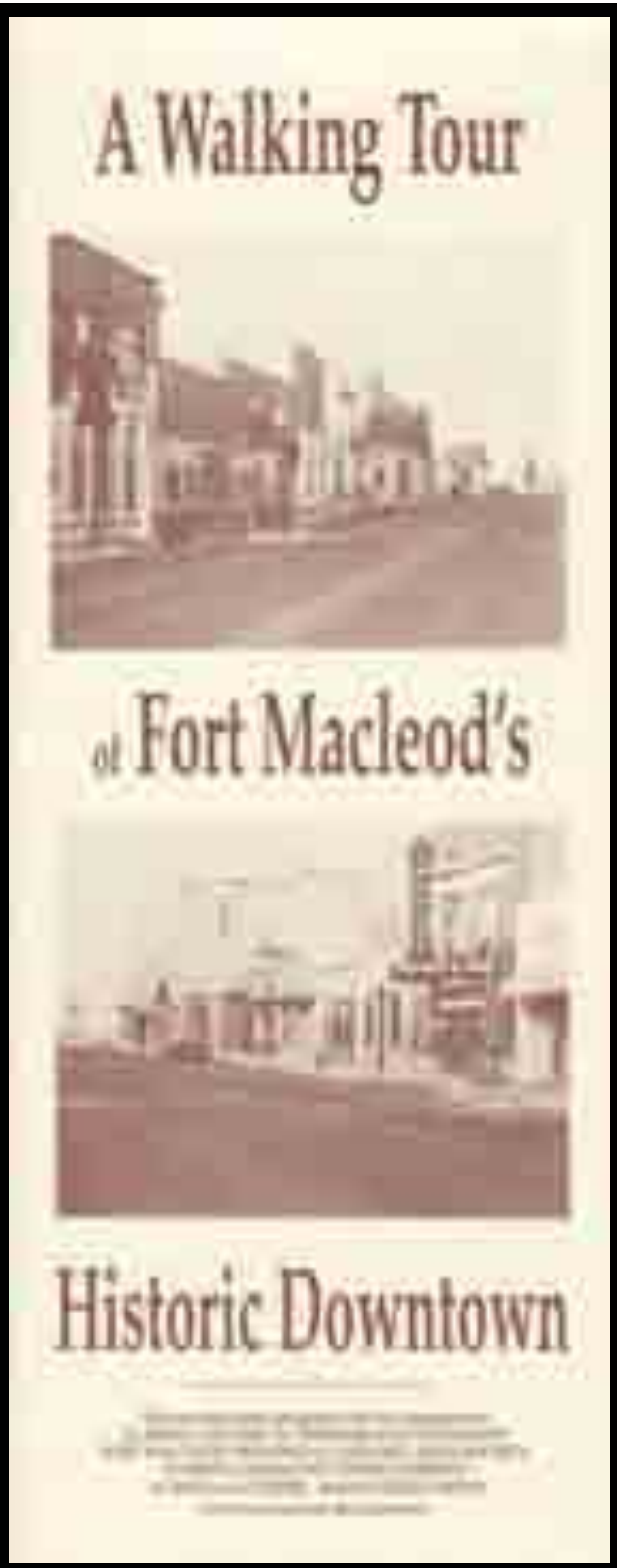


A nice introduction to Fort Macleod.

Please remember that people relate to people more than architecture and things to look at.



FORT MACLEOD
HISTORIC
FORT
ALBER
EMPRESS T
THE
MPRESS
MUSEUM OF THE NORTH-WEST MOUNTED POLICE
MUSEUM VISITOR GUIDE
The Fort



Suggestion: Concentrate on stories more than on the buildings.

A good brochure that does a good job of closing the sale.

Kittitas Valley's

Greatest Hit

A guide to the Kittitas Valley's scenic and man-made attractions for tourists and sojourners alike.

TWO SISTERS
CANDY & GIFT

UPTOWN GRILL
CONTEMPORA
CUISINE

HEGELER CARUS

JEREMIAH JOE
SPECIALTY COFFEE

SKYDIVE CHICAGO
SKYDIVING

COURT STREET
CABARET TH

RIVER ADVENTURE
CANOE & BIKE R

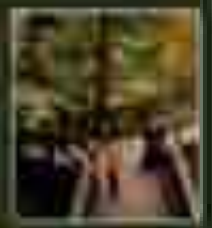
DÉJÀ VU
HOME & GA
BOUTIQ

OTTAWA RIVERBOAT CO.

WEBER HOUSE & GARDEN
COTTAGE TOURS

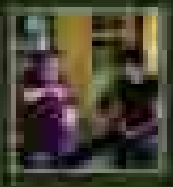
CAJUN CONNECTION
TASTE OF LOUISIANA

STARVED ROCK
LODGE & CONFERENCE CENTER



LANDERS HOUSE
COUNTRY LODGING & COTTAGES

CATTAILS GIFT SHOPPE
TASTING ROOM & COTTAGE BOUTIQUE



ottawa


NOW OPEN

Hint Hint

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

"these are a few of my favorite things"

Item#	description

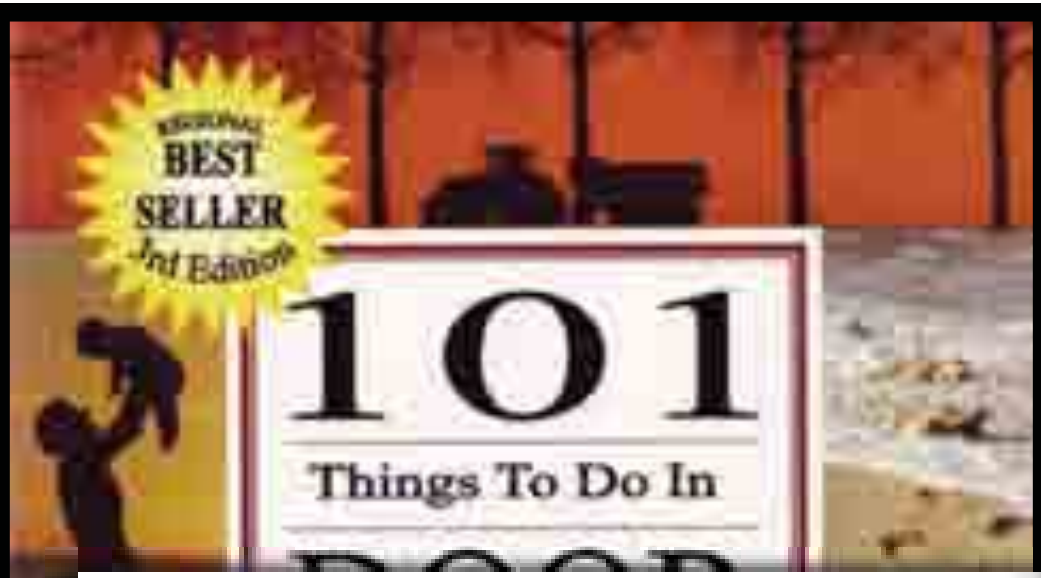
ring size _____

the Jewel

(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."



Peninsula State Park

• 18 •

Take a Sunday stroll down Cottage Row.

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

United States

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

- Family Vacation
- Dining & Cultural
- Special Offers
- Conference/Meeting
- Golf & Outdoors

Submit

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.

Bonaire EZ News issue 06-2004

Bonaire EZ News

Quick 'n' Easy Tourism Updates




Event Spotlight: Eighth Annual Bonaire Dive Festival Welcomes

Philippe Cousteau Jr.

Tip

Purchase key words (pay per click).

Google AdWords

It's All About Results™

Change Language

Existing Customer Login

Email

Password

Login

Forgot your password?

Common Questions

Is AdWords right for my business?

What does it cost?

Where will my ads appear?

What are Google image ads?

EarthLink

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.

Google AdWords ads appear on Google and partner sites.

Learn More

- Quick Tour
- Program Details and FAQ

Sign Up Now

Click to begin

or view our sign-up demo

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 Metrix, December 2003

Yahoo! Search Marketing

Sponsored Search:
How smart businesses connect with customers.

Put your business here!

Local Advertising
Turn web traffic into foot traffic.

Search Insight
Make your algorithmic listings work harder.

Products and Services

- Sponsored Search — Reach 80% of active Internet users through top search engine sites.
- Local Advertising — Target prospects searching for businesses in your neighborhood.
- Editorial Submit — Expand your reach and coverage in algorithmic search listings.
- Product Submit — Reach millions of motivated buyers through Yahoo! Shopping.
- Travel Submit — Promote your offers and deals to eager travelers on Yahoo! Travel.
- Directory Listing — Include your business in the Yahoo! Directory.

Sponsored Search — Find out how pay-per-click search can market your online business.

Local Advertising — Local search advertising opportunities in markets around the world.


Google

Google

Web

Atlantic Tourism Consulting
Atlantic Tourism Consulting (ATC) can help individuals, existing businesses, community economic development organizations, and volunteer non-profit ...

Atlantic Tourism Consulting - Newsgroups
....marketplace | rec.travel.misc | To contact Atlantic Tourism Consulting send e-mail to tourism@whatasite.com or call 902.497.8699. ATC can be ...

Tourism Consulting & Tourism Consultants
Tourism consulting and training in marketing planning and development for tourism, hotels, resorts, restaurants, attractions, national and state tourist offices ...

Alastair Hospitality Consulting & Tourism Consulting Tourism ...
....TOURISM CONSULTING & TRAVEL RESEARCH ...

Golf & Tourism Consulting GbR
Der Beratungsdienstleister rund um die Themen Golf und Golftourismus stellt sich vor. Informiert über ...

Cyprus Hotels Hospitality Leisure Tourism Consultants

Tourism Consulting
100% tourism. 100% of the time. Branding, planning, product dev ...

Become a Consultant.
Find your way out of the rat race. Travel in your future today, off ...


YAHOO!
The Voice Partner You Can Rely On
Level 3
Yahoo! Personals
She's looking for you.

YAHOO! SEARCH

Web | Images | Directory | Yellow Pages | News | Products

SPONSOR RESULTS

- Tourism and Resort Marketing Consulting

TOP 20 WEB RESULTS

1. Tourism Consulting & Tourism Consultants
   Tourism consulting and training in marketing planning and development for tourism: hotels, resorts, destinations, attractions, national and state tourist offices, and convention and visitor bureaus. ... Tourism Consulting. TOURISM CONSULTING & TRAVEL RESEARCH. Provide specialized in consulting and research in hospitality marketing, tourism planning, travel research, tourist ...

2. Atlantic Tourism Consulting
   ... Responsible Tourism Development, Atlantic Tourism Consulting (ATTC) can help individuals, investing, ... To contact Atlantic Tourism Consulting send e-mail to tourism@atlantictc.com or ...

3. Tourism Consulting
   ... Getting access to tourism consulting services that enhance rural development in canada is quite a challenge at the ... Family Days | Tourism Consulting | Sunshine's Birthday | ...

4. Rainforest Media & Tourism Consulting
   This community features events and projects produced by Rainforest Media & Tourism Consulting. This community is about, event marketing, merchandising, sustainable tourism and community out reach. ... | Rainforest Media & Tourism Consulting Inc. have been providing management consulting services ...

5. PhilSavvy: Travel & Tourism Consulting Marketplace
   Online resource for travel industry consultants. Database features prequalified consultants and a network of registered users. Registration required.

6. Tourism Consulting Canada - Pannell Kerr Forster
   Tourism Consulting Canada - PKF Canada 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 - tourism planning canada - tourism development canada ...

What to do: Find strong keywords

Web Images Video News Maps Gmail more ▾

Google

Web

Alberta's Rocky Mountains, WorldWide.com Travel Guide for the ...
Discover Alberta's **Rocky Mountains** with WorldWide.com's **travel** guide and vacation planner for Alberta's Rockies, Canada.

Rocky Mountain Vacation Guide! Adventure Travel Directory
Rocky Mountain vacation adventure directory, Arizona, Colorado, Idaho, Montana, Wyoming Resorts, campgrounds, cabins, homes, tours, gold prospecting!

Rocky Mountaineer Official Site – Canadian Train **Travel**, Rail Tours
Travel by train to Canada's **Rocky Mountains**. Scenic rail tour vacations of Banff, Jasper, Vancouver, Whistler, BC. Tour the Canadian Rockies with **Rocky** ...

Rocky Mountain Travel Guide
Publisher of **travel** guides for Arizona, Colorado, Idaho, and Montana.

CGI / SQL Database Error
Directory for the **Rocky Mountain** states including Colorado, Utah, New Mexico, Montana, Wyoming, Idaho, Alberta and British Columbia.

DORP **Rocky Mountain Travel** Tourism and Recreation Guide
A comprehensive guide to **travel**, tourism and recreation in **Rocky Mountain** National Park including activities, outdoor attractions, and maps.

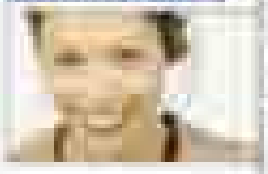
Rocky Mountain National Park - Colorado **Rocky Mountains** | DORP
DORP's complete **Rocky Mountain** National Park guide includes **travel** tips, tourist suggestions, and outdoor recreation in the Colorado Rockies.

Banff in Alberta, Canada, information, vacations, hotels and **travel** ...
You may want to start with the Town Tu **Travel** Guide if you've never been to the Canadian

WorldWeb.com

Alberta's Rocky Mountains

A WorldWeb.com travel guide & vacation planner for Alberta's Rockies, Alberta.



```
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19991224/loose.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
<title>Alberta's Rocky Mountains: WorldWeb.com Travel Guide for the Alberta Rockies</title>
<meta name="copyright" content="&copy; 1994-2007 World Web Technologies Inc" />
<meta name="keywords" content="alberta rockies,alberta rocky mountains,rocky mountains alberta" />
<meta name="description" content="Discover Alberta's Rocky Mountains with WorldWeb.com's travel guide and vacation
planner for Alberta's Rockies, Canada." />

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javascript"></script>
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javascript"></script>
<script language="JavaScript" src="http://www.google-analytics.com/urchin.js" type="text/javascript"></script>
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        <script language="JavaScript" src="http://www.discovertherockies.com/jsmenu.js" type="text/javascript"></
script>
        </head>
<body>
        <script language="JavaScript1.2" type="text/javascript">mmLoadMenus();</script>

<form name="formTravelSearch" action="http://services.worldweb.com/tourism-sitesearch.html" method="post" class="form-
height">

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    <td width="263" rowspan="2" valign="bottom"><a href="http://www.worldweb.com"><img src="http://
services.worldweb.com/images/worldweb.com_logo.gif" alt="Travel & Tourism By WorldWeb.com" width="263" height="39"
```

geography of the area. Downhill and alpine skiing, snowmobiling, rock climbing, spelunking, hiking and wilderness camping are just a few of the many recreational

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

Google

Web

Things to do in Alberta - Alberta Attractions - TripAdvisor

Things to do in Alberta & Alberta Attractions - Yahoo! Travel

Travel Alberta Link - Things To Do

Province of Alberta Things To Do - Travel Guides - VirtualTourist.com

Edlurk - Things To Do - Alberta, Canada (Zoos, Museums ...

Alberta | Things To Do in Alberta

Alberta Things to do

Web images Video News Maps Gmail more ▾ Sign in

Google alberta historical sites Search Advanced Search Preferences

Web Results 1 - 10 of about 1,210,000 for alberta historical sites (0.19 seconds)

Museums and Historic Sites Listing - Tourism, Parks, Recreation ...
Experience Alberta's History at these Provincial Historic Sites and Museums. PDF Map of Alberta with Site Locations Map of Alberta with ...
www.crd.gov.ab.ca/parks/alberta/museums_historic_sites.html - 44k - Cached - Similar pages

Alberta Community Development
Alberta Sport, Recreation, Parks and Wildlife Foundation ... Museums and Historic sites Provincial Archives · Royal Alberta Museum · Royal Tyrrell Museum ...
www.crd.gov.ab.ca/ - 27k - Cached - Similar pages
[More results from www.crd.gov.ab.ca]

Welcome to Albertaheritage.net
... historic sites as well as heritage organizations and foundations that help ... Discover Alberta by visiting our Places to Go and exploring our Guide to ...
www.albertaheritage.net/ - 4k - Cached - Similar pages

Other Alberta Historic Sites
To access any of these sites, please follow the links to the Official Alberta Community Development, Historic Sites and Archival Service pages. ...
www.archivat.org/historicsites/alberta.html - 4k - Cached - Similar pages

Alberta's Rockies Historic Sites & Interpretive Centres: Historic ...
Alberta's Rockies Historic Sites & Interpretive Centres Directory. Virtually listings for Historic Sites & Interpretive Centres in Alberta's Rockies. ...
www.discoverthetrans.ca/rockies/directory/Historic%20Sites%20and%20Centres.htm - 61k - 14 Jan 2007 - Cached - Similar pages

Alberta's Rockies Landmarks and Historic Sites, Landmarks and ...
Alberta's Rockies Landmarks and Historic Sites Directory. Includes listings for Landmarks and Historic Sites of Alberta's Rockies. Alberta
www.discoverthetrans.ca/rockies/landmarks-and-historic-sites/ - 45k - 19 Jun 2007 - Cached - Similar pages

Government of Alberta
In celebration of International Museum Day, many of Alberta's provincially operated historic sites and museums will be offering free general admission on ...
alberta.ca/home/NewsFrame.cfm?NewsID=1.6000---000B-42-E8-C3E6
www.alberta.ca/home/NewsFrame.cfm - 23k - Cached - Similar pages

Web Images Video News Maps Gmail more

Google

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The Pen and the Sword | Alberta Tattoo, Alberta's Biggest Musical ...
I would like to invite you to the **Alberta** Tattoo: **Alberta's** Biggest **Musical Theatre** Extravaganza. I will be singing (as a member of the choir) at this event. ...

Alberta Tracks - **Alberta** Classroom
Amy Reeder (Pop), Billy & the Lost Boys (Pop Rock), Bryce Kulak (**Musical Theatre**), Laura and Elise Neeland (Classical), The Steffes (Country), Will (Blues) ...

Alberta Music Festival Association
She is currently on Staff at Sherbrooke College in the **Musical Theatre** Performance Program ... and with Rudolf Jansen at the Mountainview Festival in **Alberta** ...

Alberta Music Festival Association
Class 932 **Musical Theatre** Solo 16 Years and Under Competing for Bartlett & Dennis **Music** Festival Plaque and **Alberta** Registered **Music** Teachers' Association ...

Alberta Living - Show Boat - Lethbridge **Musical Theatre** - 2007
Show Boat - Lethbridge **Musical Theatre**, November 2001. Act One: Scene 1 "The Levee at Natchez on the ... Southern **Alberta Theatre** - **Alberta** Living ...

Musical Theatre Showtime
Musical Theatre Showtime is for students aged 10 to 18 years. ... KEN MORGAN, Set Design and Costume Designer, received his diploma from the **Alberta** College ...

The Citadel **Theatre** — FTI Instructors
She has worked with Grant MacEwan's **Theatre** Arts Program, Leave It to Jane **Theatre**, and **Theatre Alberta**'s Arbutus program. She teaches **Music** 100 at Grant ...

NEWS RELEASE Massive musical theatre offers tribute to military

Web Images Videos News Maps Gmail more ▾

Google

Web

Results 1 - 10 of about 1,220,000 for live theatre alberta (0.16 seconds)

Home : Grande Prairie Live Theatre
email: box.office@gpll.ab.ca Address: 101 9[illegible] - 9[illegible] Avenue Grande Prairie, Alberta Canada T8V 0P6 ... Welcome to the Grande Prairie Live Theatre Kids Site! ...
www.gpll.ab.ca/ - 19k - Cached - Similar pages

Rosebud Theatre : Rosebud, Alberta CANADA
Rosebud Theatre is Alberta's only rural professional theatre. Internet offerings are posted ... That is what will always make live theatre something more ...
www.rosebudtheatre.com/rosebud_site/index.asp?Nav=ABOUT+Alberta+Theatre - 20k - Cached - Similar pages

theatrecanada.com : a united voice for Canadian live theatre
FIND OTHER LIVE THEATRES IN CANADA AB - Calgary and Area ... Alberta Theatre Projects ... All Nations Theatre Society ... Calgary Centre for Performing Arts ...
www.theatrecanada.com/home/index.php3 - 19k - Cached - Similar pages

Live Theatre Directory
The theatre can be rented by University of Alberta and non-university ... Theatre Network Live at the Roxy 10709 - 124 St. Edmonton, AB. T5M 0H1 403-2440 ...
www.[illegible] - 3k - Cached - Similar pages

The Empress Theatre : Home
Since 1913, the Empress has been serving up an eclectic mix of movies, concerts, and live theatre to audiences from all over Southern Alberta ...
www.[illegible] - 19k - Cached - [illegible]

Alberta Prairie Railway : Alberta Steam Train Live Theatre Schedule
Experience live theatre as you journey into history on a vintage train, with an Alberta Prairie Railway Excursion. Combat Alberta's Number One Tourist ...
www.albertaprairie.com/Pages/Theatre.html - 17k - Cached - Similar pages

The Citadel Theatre
Edmonton's premier venue for live theatre. The Citadel Theatre is located in the heart of downtown Edmonton in the Arts District and houses five performing ...
www.citadeltheatre.com/ - 20k - Cached - Similar pages

Theatre Network : Live at the Roxy - Edmonton, Alberta, Canada
Theatre Network - live at the Roxy ... Theatre Buffet Co-op Dinner with Friends by Donald

Web Images Video News Maps Gmail more ▾ Sign In

Google [illegible] Search Advanced Search Preferences

Web [illegible] Results 1 - 10 of about 1,170,000 for [illegible] (0.22 seconds)

FORT CALGARY
Fort Calgary PO Box 2100 Station M (#100) Calgary, Alberta T2P 2M5 Canada. Phone: [illegible] Fax: [illegible] Email: [illegible] ...
[illegible] - 8k - Cached - [illegible]

Visiting Fort Macleod in Southern Alberta Canada
Fort Macleod's Rabbits area down you into the past to a time when the North West ... Fort Macleod is at the hub of southwest Alberta adventures and tours. ...
[illegible] - 14k - Cached - [illegible]

Welcome To Heritage Park
Fort McMurray Historical Society ... additional $2.75 per person by appointment only. *Prices include GST. Copyright ©2007 Fort McMurray Historical Society ...
[illegible] - 12k - Cached - [illegible]

Rainy Wood Nature Centre, Red Deer, Alberta, Canada
The Rainy Wood Nature Centre and Historic Fort Normandeau are run by the ... We gratefully acknowledge the support of Municipal Alberta and its grant program.
[illegible] - 5k - Cached - [illegible]

Fort Edmonton Park
Fort Edmonton Park is a living history park that traces the growth and development of Edmonton through four historical periods represented by: The Fort, ...
[illegible] - 27k - Cached - [illegible]

The Empress Theatre - Home
Nestled in Fort Macleod's historic main street, the Empress Theatre is Alberta's oldest theatre at 94 years of age. Since 1912, the Empress has been serving ...
[illegible] - 15k - Cached - [illegible]

Trail of the Great Bear - South West Alberta - Fort Macleod
Fort Macleod is situated on the crossroads of Hwys #2 & #3, with easy access to historic and natural attractions. Approx. 18km west of Fort Macleod is the ...
[illegible] - 9k - Cached - [illegible]

Fort Ethier Lodge Wesaskewin Historical Information
Fort Ethier Lodge is named after the historic Fort Ethier, built just north of Wesaskewin in ... Monsignor Grandin, Bishop of Alberta, visits the Fort. ...

Web Images Video News Maps Gmail more ▾ Sign in

Google

Web

Results 1 - 10 of about 871,000 for fort macleod (0.22 seconds)

Fort Macleod
Fort Macleod is a vibrant community of over 3000, located within breathtaking sight of the Canadian Rockies.
www.fortmacleod.com/ - 11k - Cached - Similar pages
Business Directory - www.fortmacleod.com/... - Business directory listings in Fort
Visitors Fort Macleod - www.fortmacleod.com/visitors/
Living in Fort Macleod - www.fortmacleod.com/living/
Events Calendar - www.fortmacleod.com/... - Things to do, events, calendar info
Only results from www.fortmacleod.com

Visiting Fort Macleod in Southern Alberta Canada
Start: Street Fort Macleod From a distance, Fort Macleod looks like any other town. It is at a crossroads that once hosted Indian encampments, wagon trains ...
www.fortmacleod.com/visiting/ - 19k - Cached - 5 more pages

The Fort Museum of the North West Mounted Police
Provides the history, information, exhibit guide, shop, educational programs, and calendar of events located in Fort Macleod.
www.nwmpmuseum.com/ - 3k - Cached - Similar pages

Fort Macleod Travel: City of Fort Macleod Alberta Tourism ...
A Fort Macleod travel guide & tourism directory for the City of Fort Macleod, Alberta by WorldWide.com
www.fortmacleod.worldwide.com/ - 48k - 16 Jun 2007 - Cached - 6 more pages

Fort Macleod, Alberta - Wikipedia, the free encyclopedia
Fort Macleod is a town in the southwest of the province of Alberta, Canada. It is named in honour of the Royal Canadian Mounted Police Colonel James Macleod ...
en.wikipedia.org/wiki/Fort_Macleod,_Alberta - 63k - Cached - 5 more pages

The Macleod Gazette
Local newspaper, providing local features and events in Fort Macleod.
www.fortmacleodgazette.com/ - 20k - Cached - Similar pages

fort macleod
maps.google.ca/?q=Fort+Macleod,+Alberta+Canada - Cached - Similar pages

Fort Macleod

Web Images Video News Maps Gmail more ▾

Google

Web

Results 1 - 10 of about 5,070,000 for rocky mountains (definition) (0.13 seconds)

Rocky mountains
www.Canada.travel - Plan your outdoor adventure at Canada's official tourism site

Rocky Mountains - Wikipedia, the free encyclopedia
The **Rocky Mountains**, often called the Rockies, are a broad mountain range in western North America. The **Rocky Mountains** stretch more than 4000 kilometers ...
en.wikipedia.org/wiki/Rocky_Mountains - 91k - Cached - More pages

Rocky Mountain National Park - Rocky Mountain National Park (U.S. ...
This listing showcases of the grandeur of the **Rocky Mountains**, with elevations ranging from 8000 feet in the west, gateway valley's to 14259 feet at the ...
www.nps.gov/romo/ - 51k - 18 Jun 2007 - Cached - Similar pages

Rocky Mountains
The **Rocky Mountains**, the great backbone of North America, extend 5000 kilometers from New Mexico to Canada. The elevations range from about 1000 meters ...
www.geo.ucalgary.ca/Dan/Rocky.html - 16k - Cached - Similar pages

Rocky Mountain National Park
Everything you wanted to know about **Rocky Mountain** National Park.
www.nationalparks.com/rocky_mountain_national_park.cfm - 19k - Cached - Similar pages

Alberta's Rocky Mountains, WorldWeb.com Travel Guide for the ...
Discover Alberta's **Rocky Mountains** with WorldWeb.com's travel guide and vacation planner for Alberta's Rockies, Canada.
www.worldweb.com/NorthAmerica-Canada/AB/Rocky.html - 67k - 18 Jun 2007 - Cached - Similar pages

Trailmasters Mountain Bike Guides Ltd.
Banff, alberta and the Canadian **Rocky Mountains** travel guide ... The **Rocky Mountains** of Canada are a vast land - filled with inspiring scenery, wildlife, ...
www.trailmasters.com/ - 20k - Cached - Similar pages

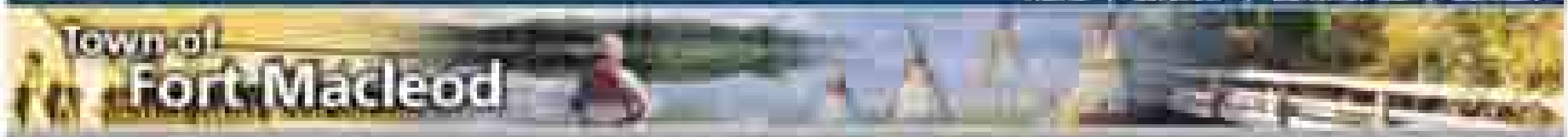
Rocky Mountain National Park
Trip reports and photos. General information about the park. (**Rocky Mountains** National Park, Colorado)
www.wn.net/~summitcup/ - 8k - Cached - Similar pages

Rocky Mountain News - Denver and Colorado's reliable source for ...

The Empress gets it. First class work with all of their marketing efforts. Now develop a PR program to spread the word.

The town site and marketing efforts should reflect the brand.

Take people back in time to another era.



Visiting Fort Macleod
Overview

Attractions
Overview
Centennial Legacy
Maps
In-Town Attractions
Regional Attractions
Main Street History

Things To Do
Overview
Events Calendar - 2007
Annual Events

Accommodations
Hotels / Motels / B&B's
Restaurants
Campgrounds

Photo Gallery
Overview

Visiting Fort Macleod

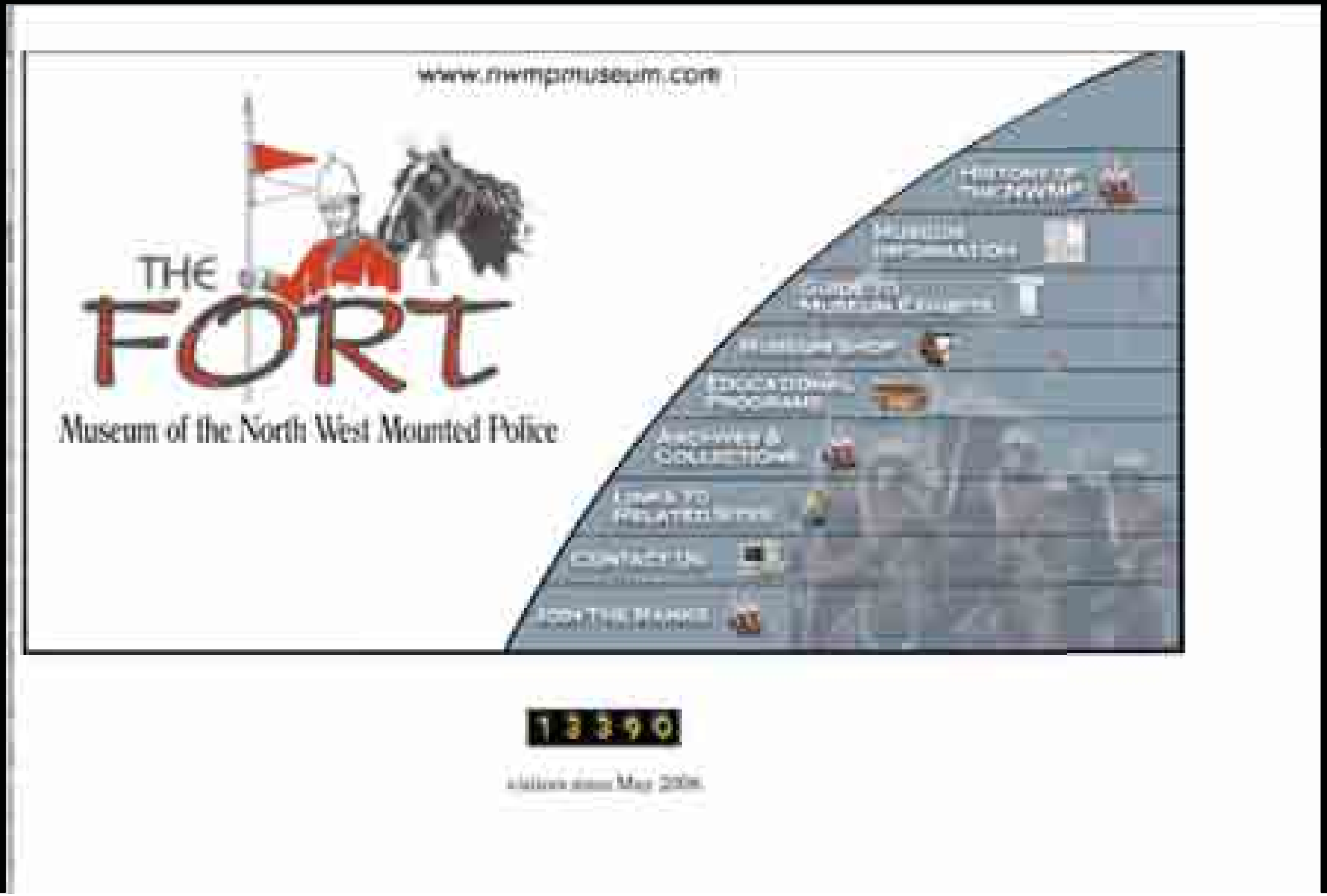
From a distance, Fort Macleod looks like any other town. It is at a crossroads that once housed Indian encampments, wagon trails and buffalo grazing grounds. In view of the Porcupine Hills that front the smooth and majestic Rocky Mountains. The last frontier in the west is home to Alberta's only Provincial Historic Area.

As you get closer, there is a definite feeling of being in two very different eras. Here, past and present co-exist. The place, known 135 years ago as Blackfoot Crossing, became a North West Mounted Police barracks and trading post in 1874. The town practically took shape alongside the Oldman River, named for the "Grandfather" of Blackfoot mythology and within easy view of the majestic Rocky Mountains.

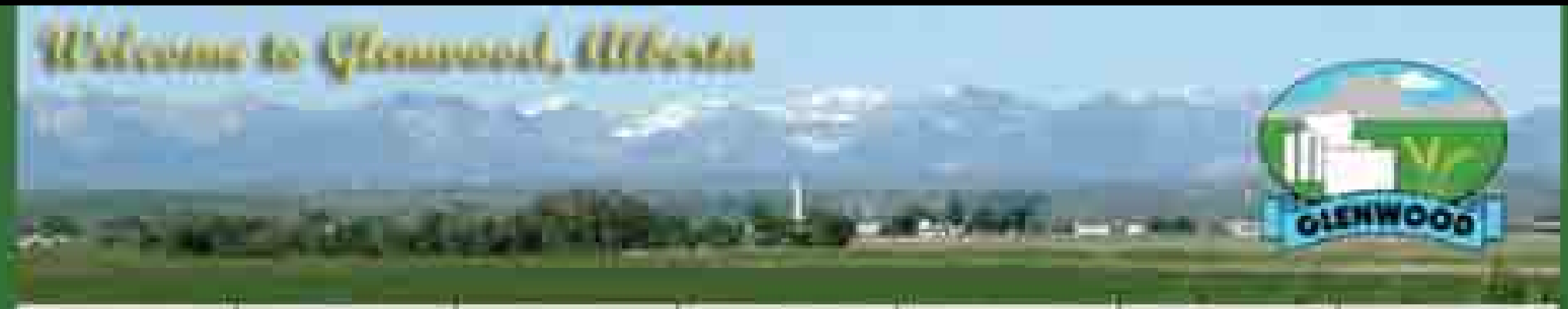
Fort Macleod's historic area draws you into the past to a time when the North West Mounted Police, Blackfoot Indians and pioneer settlers were the only inhabitants. Main Street is dotted with gift shops, antique stores, museums and restaurants. Right in the middle of the Historic Block is the "Jewel of the West," the Empress Theatre. The Empress is the oldest continually operating theatre in Western Canada.

Continue your downtown stroll over to the Fort Museum of The North West Mounted Police, a replica of the original fort where historical re-enactments are the order of the day. You'll also find intriguing exhibits showcasing North West Mounted Police and Blackfoot Indian history. From July 1st to the Labour Day Weekend you can enjoy the Fort's own NWMP Musical Ride four times daily: **10:00 am, 11:30 am, 2:00 pm, 3:30 pm, weather permitting.**

Suggestion: The site doesn't reflect the historic ambiance. The most important link is missing: "Why see the Fort." Get rid of the counter.



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



Home | Village Ads | Local Links | Land For Sale | Newsletter | Local Businesses | Contact

Tuesday, June 12, 2007

Local Links:

Government:

Government of Canada
Government of Alberta
Alberta Health Care
Alberta First - Glenwood

Tourism:

The Great Canadian Barn Dance
Remington Carriage House Museum

Other:

Glenwood School
Glenwood Library
Hill Spring
Mountain to Mountains

Tip

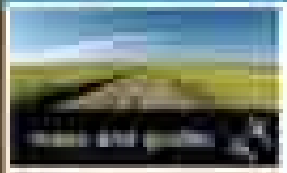
Develop a separate visitor site or a front door with two options.

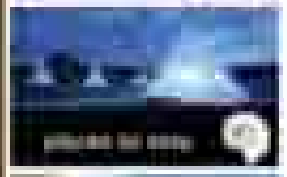

Welcome

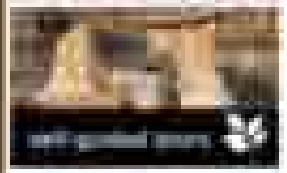
Drumheller Heart of the Canadian Badlands

things to do · places to stay · about Drumheller · book online

www.travelDrumheller.com





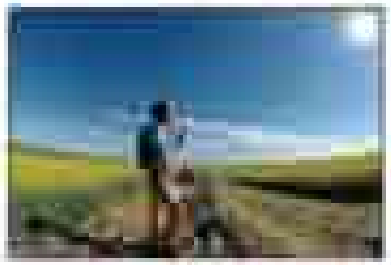


The Dinosaur Capital of North America

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.

< find and book Drumheller hotels online!



About Drumheller

From prairie to

Surrounding Towns

Make the most of your

Famous Attractions

From the World's Largest

Tip

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

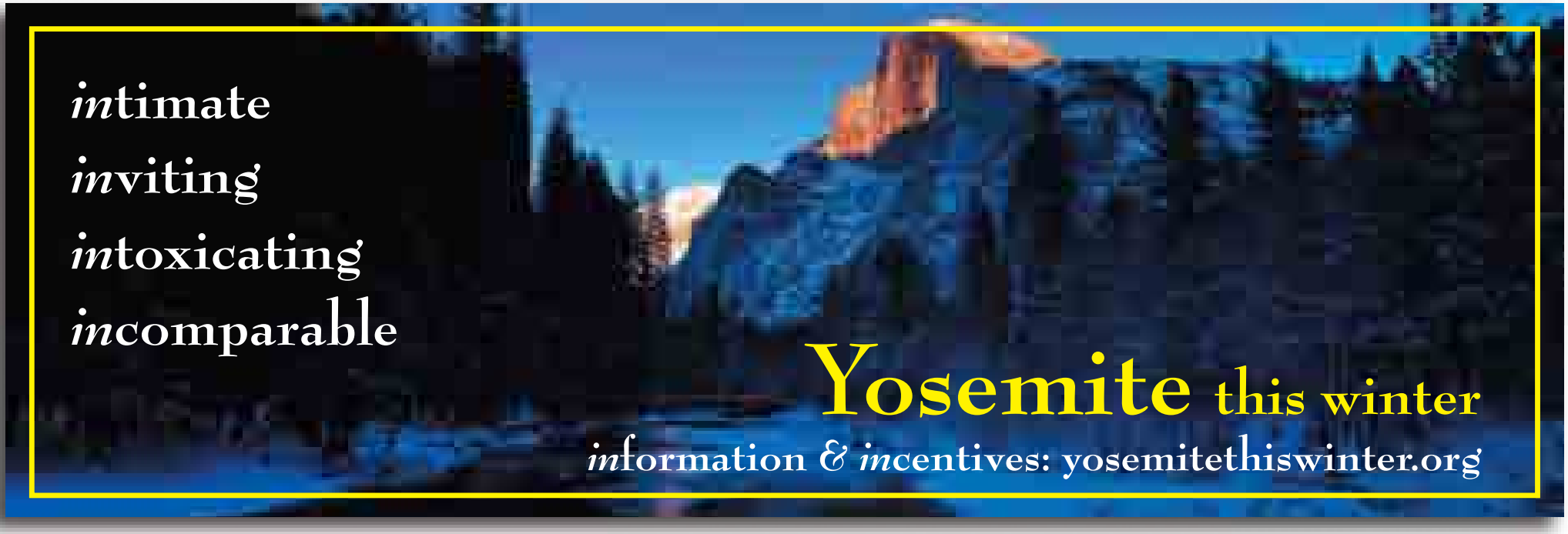
Tip

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.



POINT Sell the sizzle (no pun intended)

POINT

Start your site with “Pick Your Season” then “Pick Your Passion.”

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

Pick Your Season

- Dec-Jan: The Holidays
- Feb-Mar: Winter recreation & events
- Apr-May: Spring fling
- Jun-Jul: First half of summer
- Aug-Sep: Second half of summer
- Oct-Nov: Fall color

Pick Your Passion

- Arts & Entertainment
- History & Culture
- The Environment
- Recreation

POSSIBLE BRANDS

The overall brand:
"The Rocky Mountains of Southern Alberta."

The body text:
Where the Rockies melt into the Porcupine Hills of the famed Cowboy Trail and then into the rolling hills of the beautiful Alberta prairie.

The Sub-brand for Fort Macleod:
The Music Theater Capital of the Canadian Rockies

Claresholm:
The Equestrian Hub to the Cowboy Trail/Porcupine Hills

Hill Spring/Glenwood:
Life on the Prairie

Waterton:
The Gem of the Canadian Rockies

Cardston:
The City of Carriages

Pincher Creek:
Any ideas?

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

Destination Development, Inc.

www.destinationdevelopment.com