Destination
Development, Inc.

Assessment Findings & Suggestions

A look at Pincher Creek 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:

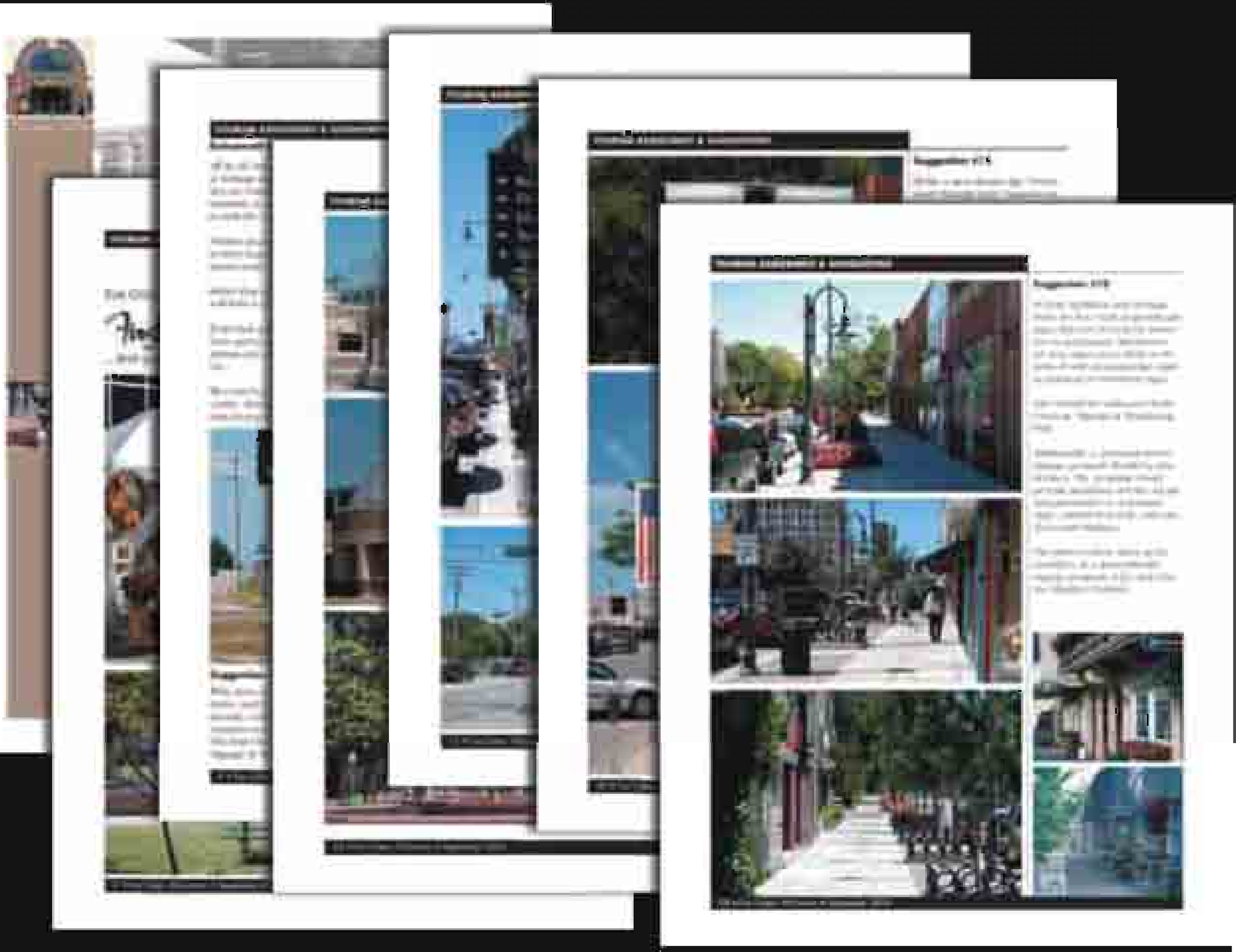
- Visiting friends and family
- Business travel
- Leisure travel (the focus of this assessment)

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



The customer is changing

The rule of being ready

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

DEMOGRAPHICS

The baby boom generation:

- 425,000 turning 50 - every MONTH
- For another seven years
- They control 70% of North America's wealth
- Mindset: Individuality, emphasis on youth, self absorption
- Currencies embraced: Time, comfort, easy access
- Trend: "Downshifting" and simplicity. Entire trip planned and booked for them

Want some more?

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

The baby boom generation:

- The "inheritance boom." $10.4 trillion

- A HUGE opportunity for "me oriented" spending

- Spending: Second homes and travel

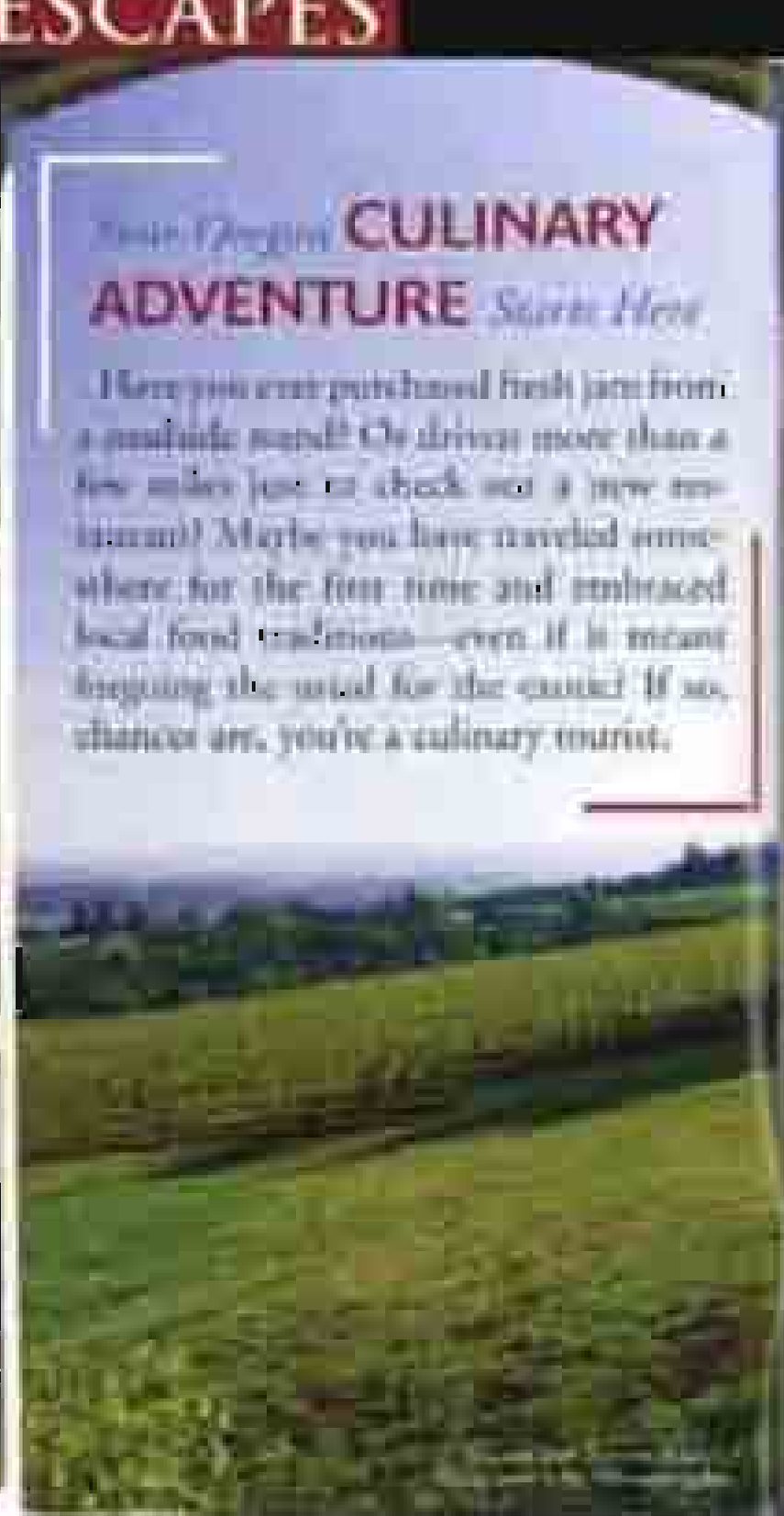
EXPERIENCES EMBRACED BY BOOMERS

- Culinary tourism:Visiting chefs, restaurants, education
- Art: Artists in action, learning new hobbies, education
- Ethnic events: European, Scandinavian, Cajun, Indian
- Home & Garden: Education, training, tours of gardens and historic homes with a great story to tell
- Open air markets, farmers markets

OREGON'S CULINARY ESCAPES

Your Oregon CULINARY ADVENTURE Starts Here

Have you ever purchased fresh jam from a roadside stand? Or driven more than a few miles just to check out a new restaurant? Maybe you have traveled somewhere for the first time and embraced local food traditions—even if it meant forgoing the meal for the camera? If so, chances are, you're a culinary tourist.



First Impressions Really Are Lasting Impressions

The rule of perceived value


LAKEPORT
WELCOMES YOU


Food Mart
Best Western
1.39
1.49
1.59
1.41
1.51
1.61
1.5 Miles Ahead Scenic Loop
RODEO

WHAT TO DO

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


WELCOME
TO OROVILLE

Overall impressions coming into Pincher Creek are outstanding from just about every direction.

These entranceway displays are very nice and do a good job of "setting the stage" and creating nice ambiance.

This is definitely Cowboy Country.

These are also very nice and are well placed throughout the region.

Wow. No place to eat and no place to stay in Pincher Creek?

Anything here at all other than auto-related businesses?

Suggestion: This is a very nice sign, but remove the display clutter and add directional signage “Shopping District - left at light.”

Not a bad first impression, but not all that impressive either.
Unfortunately it goes “downhill” from here.

“Downtown Pincher Creek” is a lot like other strip mall and auto-related towns i.e. Claresholm. Nothing cowboy about this.

Really. Suggestion: Fit the brand, promote an activity-based reason to visit downtown Pincher Creek. Hospitality isn't going to cut it.

Downtown has a good first impression. Lots of shops, for the most part clean, some trees, etc. We had high hopes coming into downtown.

The murals are very nice and reinforce the Cowboy Country theme of the town.

Suggestion: Consider adding an interpretive sign explaining what the pinchers were used for.

Suggestion: Always add a story. It will get visitors to “adopt” the town and the lifestyle while here.

How about here?

WHAT TO DO

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

Suggestion: Add trees, landscaping, hanging baskets, add color to the motel, facade improvements. This is a “gateway” motel. Hmmm.

This, easily, looks like the best place to stay in Pincher Creek.

Nice sign, good teasers, excellent landscaping.

It looks like these people really care.Visitors judge the interior by the exterior impressions.

Very nicely done and obviously very well maintained. Others, take note.


JACKPOT
GOLF CLUB


JACKPOT
GOLF CLUB
OPEN TO THE PUBLIC

This says “second-rate golf course - cheap” which isn’t true.
Suggestion: Remove the sign until you can put up a nice readerboard.


WEDGEWOOD
PUBLIC
GOLF COURSE
936-441-4653


WEDGEWOOD
PUBLIC
GOLF COURSE
936-441-4653

Ok. So maybe the golf course is nice. This is a great introduction...

...but it goes downhill very quickly. Suggestion: Rather than rules and regulations, consider a welcome.

Public play? 9 or 18? Club and cart rentals? Call for t-times or walk in? How much? Driving range? Suggestion: Put the boarded up areas to work. Hide the dumpsters and stuff. Is this the back? Where's the front?

Suggestion: Consider adding planters, using the readerboard to promote anything in Pincher Creek, modernize the signage, remove trash and weeds.

First impressions are lasting impressions

In a nutshell

The entrances into the community and valley area are exceptional, but the town does not “deliver on the promise” - except for the efforts of the city.

The business community, for the most part, is doing little or nothing to bring in business and they have the most to gain from these efforts.

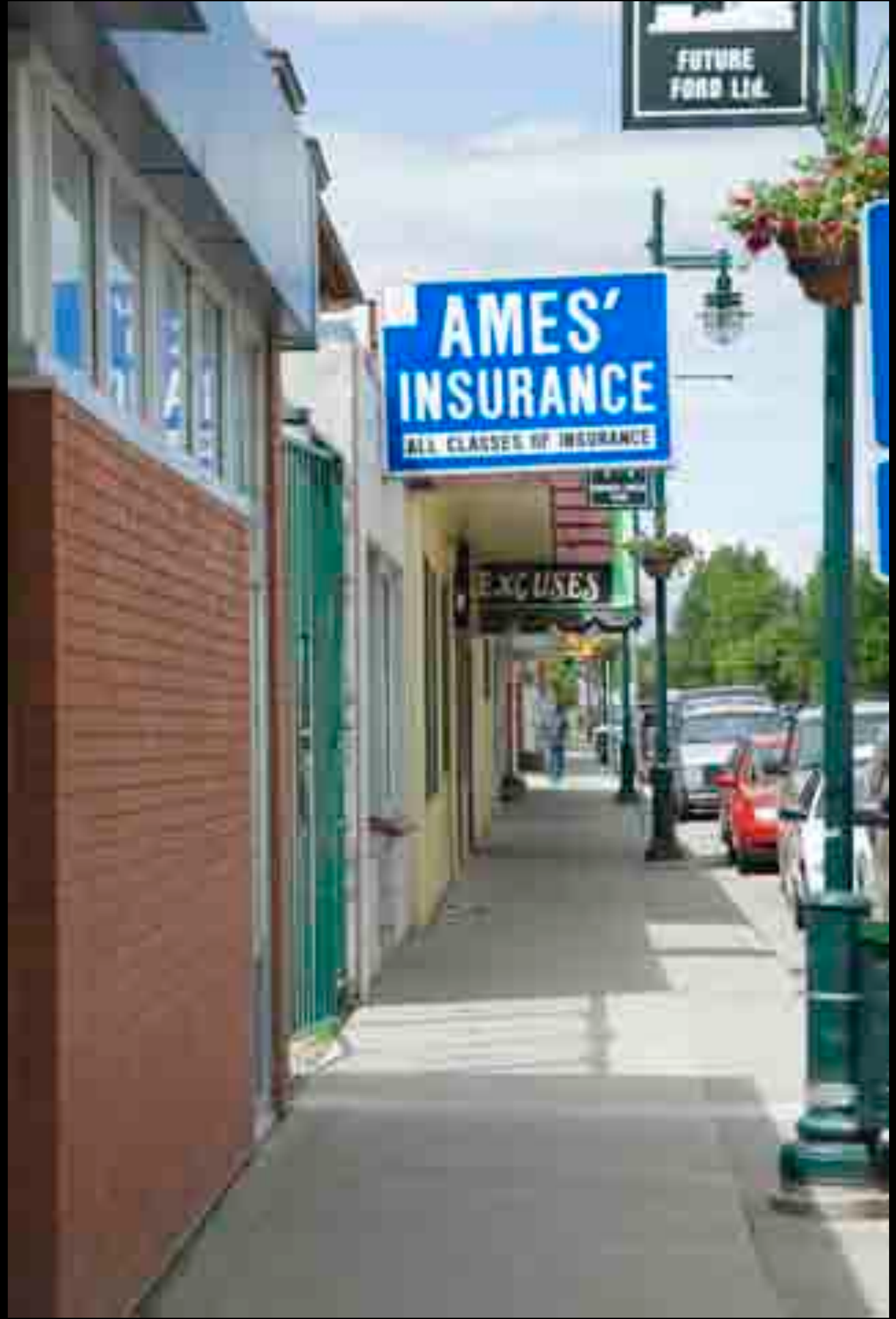
Invest in Beautification

Nothing sells like beautiful places

Whistler, BC

Suggestion: Add some color downtown. Downtown seems rather drab and not very inviting.

In business? Out of business? If out of business, are you surprised?
Travelers almost always judge the book by the cover.



Suggestion: “Softscapes” - make the transition from storefronts to concrete and ashphalt inviting.

Add barrels every two meters.

Add benches against the buildings.

Add decorative trash receptacles.

Bring window displays outside.

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

Blaine, WA

Grass Valley, CA

Omak, WA


GRANDMAS

Blackburn Jewellers gets it. The baskets are nice. Suggestion: Now work on the sidewalks, update the signage. Make it fit the brand.

Something along this line fits the ambiance of downtown.

Neenah, WI

Neenah, WI

Neenah, WI

The Swiss Alpine was recommended by locals, but without that we would have passed. Suggestion: Add even more baskets and planters.

What is the Long Branch? Are we in the right place? Suggestion: Pick one name and go with it. Pick a single theme. Signs should match it.


Heineken

Beautification does not only mean landscaping. Facade “enhancements” or decorations can add a tremendous lure to retail shops.

POINT:

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

In a nutshell

Develop a facade improvement program - once you have a brand - what you want to be known for.Then create a merchant-driven beautification program to create consistency and a co-op bulk-buy program for the effort.

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
KENTUCKY
PAGEO


Augustina's
Leather
CONCEPTS
Music Boxes

Every successful retail shopping district we've ever seen uses blade signs & beautification to pull customers in.

Can you tell what's in these shops?

Signs should be between 7' and 9' from the sidewalk. The restaurant sign is far too high.

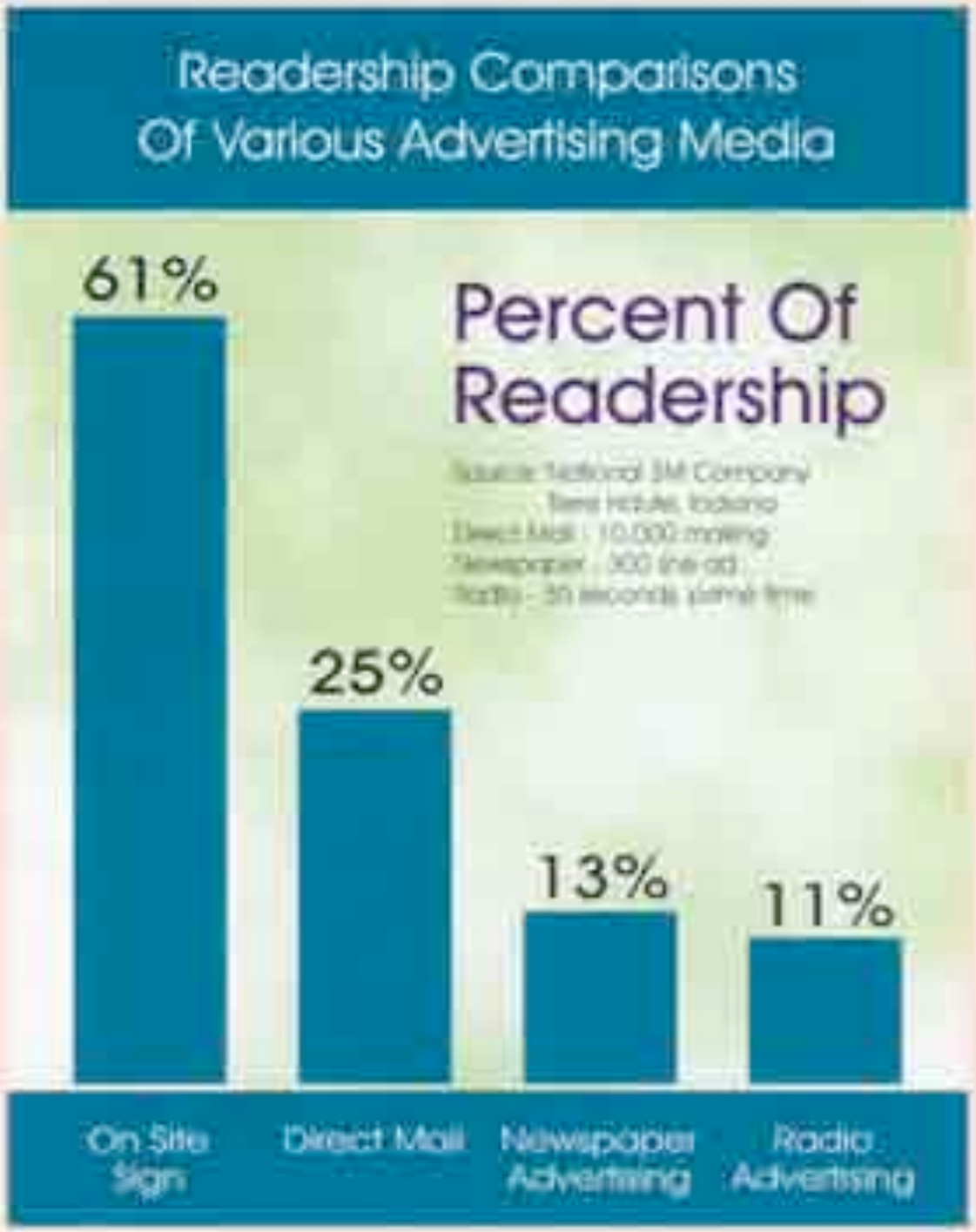
What's in these shops?

Lethbridge has a great example that could be used in Pincher Creek.


THE
RESIDENCE

Signage is a great investment - if done right

Cost per thousand exposures in a community of approximately 130,000 population
Source: Signs and Your Business
US Small Business Administration / Claus and Claus



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.


SNACKS
SUNDRIES
DRINKS

Denise's Bistro has perhaps the best sign in Pincher Creek. It's a great teaser. Suggestion: Paint the pole again. Keep it fresh.

But the beautification is non-existent. Suggestion: Add pots, outdoor dining, hanging baskets. Where's the entrance? Don't close it off so much.

People are drawn to other people. Add outdoor dining, in season, where possible.


ICE COLD TREATS
HOMEMADE BURGERS
100% BEEF

In a nutshell

When you define the brand, also develop a merchant-driven signage program. Perpendicular signs, sizes, heights, etc. Never use more than four words on a sign.

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.


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

Where are these? Suggestion: 1” for every 12’ of viewing distance. “Father’s Day Weekend” can barely be seen unless you stop. Add a directional arrow.

Suggestion: Signs tacked onto other signs look a little, well, tacky.

Suggestion: You need directional signage to downtown along Hwy. 6.


Parking
City Hall
Library
Transit Center
Children's Museum
College Ave
East

Make the signage fit the “brand.”

We had no idea about the trail until we asked where the pathway leads. Suggestion: Promote activities. It will increase spending.

Give the trail a name. “Pincher Creek Walkway.”

Provide information:
How long is it?
Where are entrance points?
Pedestrians only?

Make the signs decorative.

Is it really necessary to point out the Bylaw #1471?

This must be a real problem.
Think we’ll pass.

We drove by this sign probably half a dozen times and never saw it.

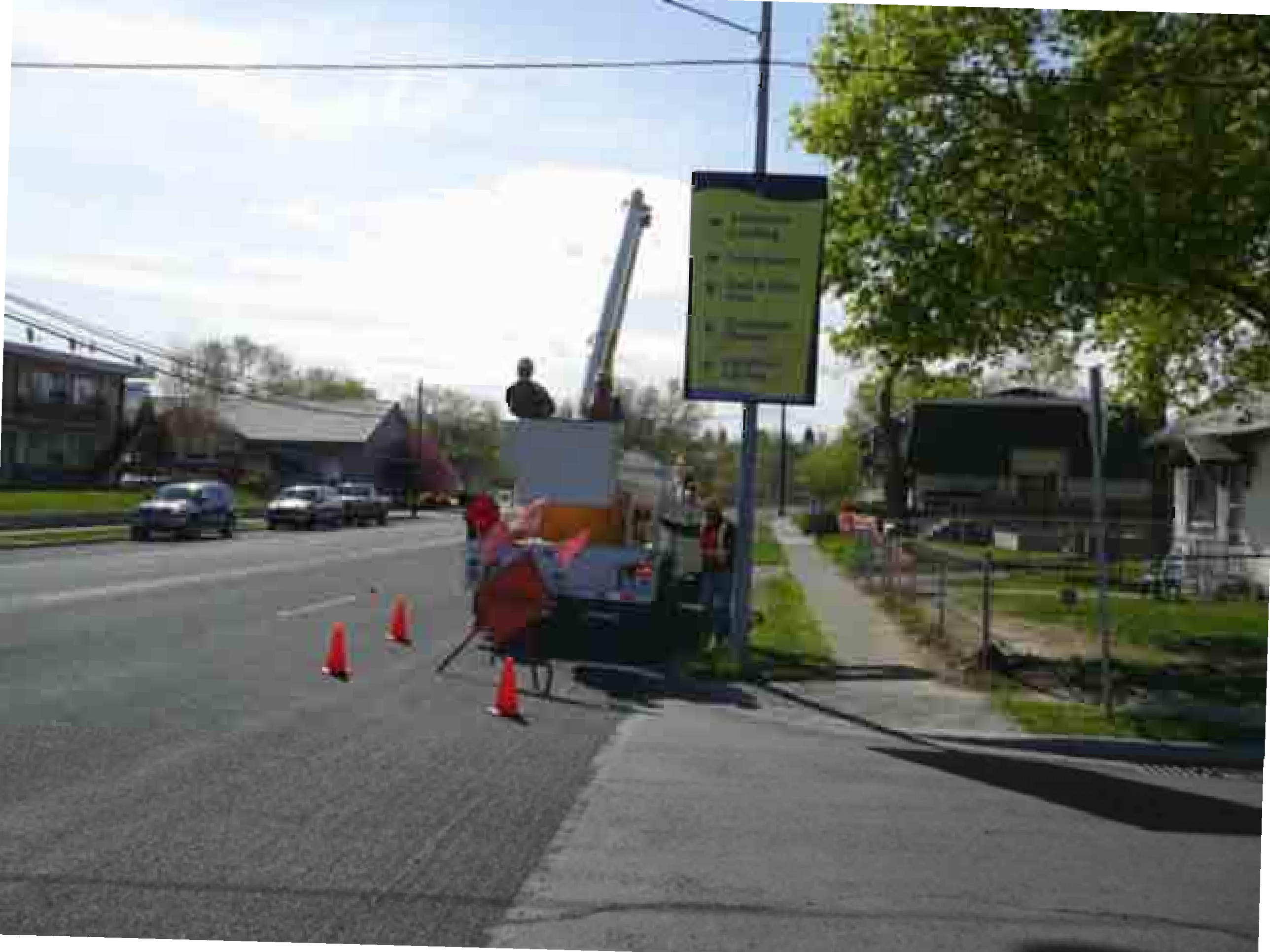
After being told it exists, we had to find it.

Can you read it?

Suggestion: It needs to be three times this size. Always test your signs first.

It's a very nice sign. Just hard to spot and too small to read - even at 50 kph.


Lakeshore Landing
Fairgrounds
Park
Centennial Theater
VENEZIA BLVD



What to do:

Suggestion: Pincher Creek should develop and implement a new signage plan & program:

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

Figure out what your brand is FIRST so the signs can reflect that.

Where the heck is the Cowboy Poetry? Is this the Agriplex or an office? No coming events?

This must be the Agriplex.

Nope. This is the Community Hall.
Suggestion: For your big events tell people where they are at!

The Agriplex must be this field and the community center combined.

Or is that it down there?

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

Visit Bonneville Lock and Dam


TOURIST INFORMATION


Visitor Center
715
GUIDED
TOURS


AFTER HOURS
INFORMATION

Suggestion: Add brochure distribution at the visitor's center.

Critical Mass Is Not Just A Religious Experience

The “mall mentality” rule

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

Develop Gathering Places & Narrow the Streets

Places for events, places to hang out


Kalamazoo, MI

Kalamazoo, MI


Kalamazoo, MI

Kalamazoo, MI

Nelson, BC

Nelson, BC

Nelson, BC

Nelson, BC

Cannon Beach, OR

Battle Creek, MI


Battle Creek, MI

Other notes and first impressions

These guys were very friendly, but were looking for money. I was pan-handled in Pincher Creek six times in three visits.

IDEAS to deal with loitering:

1. Create an ordinance that doesn't allow loitering. Enforce it.
2. Add even more benches.
3. Create a spot or park for "locals" to hang out at. Keep it close to downtown.
4. Pipe classical music throughout downtown (if it fits the brand)
5. Give them jobs or, better yet, find talents and let them use those downtown to bring in money.

Suggestion: Bring downtown to life. If your aboriginal folks can offer something, that would be great.

The Information Center is excellent. Suggestion: Add to the signage "And Pioneer Village."

Beautiful landscaping, picnic tables make it inviting. Suggestion: Post hours on the sign and on the building - so you can read it from a car.

Suggestion: A missed opportunity. Use every display case you have to promote other events, such as the Cowboy Poetry, or even downtown shopping.

Pioneer Village is top notch. Excellent. You can really relive what it was like to live in those days, in these kinds of conditions.

The fact that you can actually walk in and “touch” the displays makes a HUGE difference in reliving the experience.

Great job.

Very well done. Even the landscaping makes you want to linger longer - and that translates to increased spending.

Great Stories Make the Campfire Memorable

The rule of telling stories


NORTHEASTERN NEVADA MUSEUM

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.


Barbwire
Johnny

Suggestion: Could these be put in various places downtown? Even in retail shop windows (where appropriate)? Expand the museum to other areas of Pincher Creek to promote the village.

You easily “over-deliver.” Use photography on websites and brochures. This is undersold. Refer to it as a “village” not “museum.”

Staff is exceptional.The gift shop is great. Just a good job all the way around.

Seems like more of an office complex. Suggestion: The sign should fit the era to reinforce the mansion's historic significance.

It's a beautiful mansion, but has little for visitors. Consider moving the gallery downtown or to the Visitor's Center.

Suggestion: Wherever possible convert parks to plaza areas for events or even a permanent open air market.

What a cute shop.Too bad it went out of business.

Very nice.

Some branding notes


RUFFLES
BOUTIQUE

Pincher Creek

- Pioneers into the future
- Wind power capital
- Naturally powerful
- Centre of adventure
- Jewel of the Rockies
- Gateway to Waterton

The problem:
You never start with a slogan.
Decide what you want to be known for,
then run it through the feasibility test.


Indian Arts
& Jewelry

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 brand for Pincher Creek:

- The Hub of the Southern Alberta Rockies (Castle Mtn.)
- The provisioning headquarters for the So. Ab. Rockies
- Through the Ages


LANDRY'S

Note: If you do “Through the Ages” it must be good and well done, not schlocky. It must be authentic.

Challenge with the western brand

1. The western brand is the most overused brand in the U.S. and Canada

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2. If going for a western brand, narrow it down:
   - Western: Old west
   - Western: Victorian (Fort Macleod)
   - Western: Music and entertainment
   - Western: Equestrian & rodeos
   - Western: Art & lifestyle
   - Western: Ranch vacations, mountains, wildlife
   - Western: Cowboys & Indians

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

Fort Macleod:
The Music Theater Capital of the Canadian Rockies

STEP #7:

Run the ideas through the feasibility test

THE FEASIBILITY TEST

1. Is this something the primary and secondary markets can't get (or do) closer to home?

2. Will it extend our seasons?

3. Is it experiential? If it were in Creston, BC would you go there for it?

4. How much will it cost and when will we see a return on investment?

5. Can the community buy into it over time?

6. Will and can the private sector invest in the brand?

7. How wide an audience will it attract?

8. Does it have legs? (Can we start with a niche, then add extensions to the brand?)

9. Do we have those who will tirelessly champion the cause? (Every brand requires pioneers.)

10. Can we make it obvious and pervasive throughout the communtiy?

The areas around Pincher Creek

Beaver Mines is a great little community. Good sign.
Suggestion: Straighten it, keep it fresh.

We concluded that Stella's is out of business. Never use "CLOSED" signs. Add baskets - anything that says you are still in business.

Nice store. Friendly people. Add visitor information about the area here. It's a good stopping point. Sell restrooms, if you have them.

One of many lakes in the region - too many to visit them all.

Suggestion: Add visitor information other than just rules and regulations. Cross sell other parks, attractions.

Suggestions: Keep the brochure holder stocked. People want and often need to take maps and info with them. It can't be that hard.

It’s a beautiful spot.

Suggestion: Work on a professional photo library. Nothing sells tourism like great photography.

The best little country store in the region. Great food. Down-home cooking and atmosphere. Entertainment. Don't change a thing.

Spread Eagle Road. Nothing here.

Another nice lake. Rough road coming in, however.

Nice that there is a B&B here.The sign is easily missed.

Warning: This B&B is best suited to people in SUVs or high-clearance vehicles. Suggestion: Grade it.

Conclusion: Not an operating B&B or are just getting it ready to be a lodging facility. Add signage, information, etc. It has great views.

Suggestion: Provide information about the Hutterite people and villages in brochures and at these sites.

We felt like we were intruding into their community. Someone said they offered tours, but we saw no place or information for that.

This was almost impossible to find - even with maps.

This can’t be right. This is farm land and feed lots.

Really? It's out here?

Gorgeous entryway. Nice place.

Now THIS is how to build a brand. Authentic and very cozy. Just an excellent job.

Right out of the history books.

You undersell it! Put a photo library or slide show as part of the website. Sell the experience. It's not just about lodging.

Suggestion: Include some signage. Where is the office? Registration? Cabins? Park areas? Trails? When is the store open?

Just too cool.

For three weeks we wondered why no sheep are on the Alberta prairie. Here they are!

Recommended place to eat, but not open often enough.

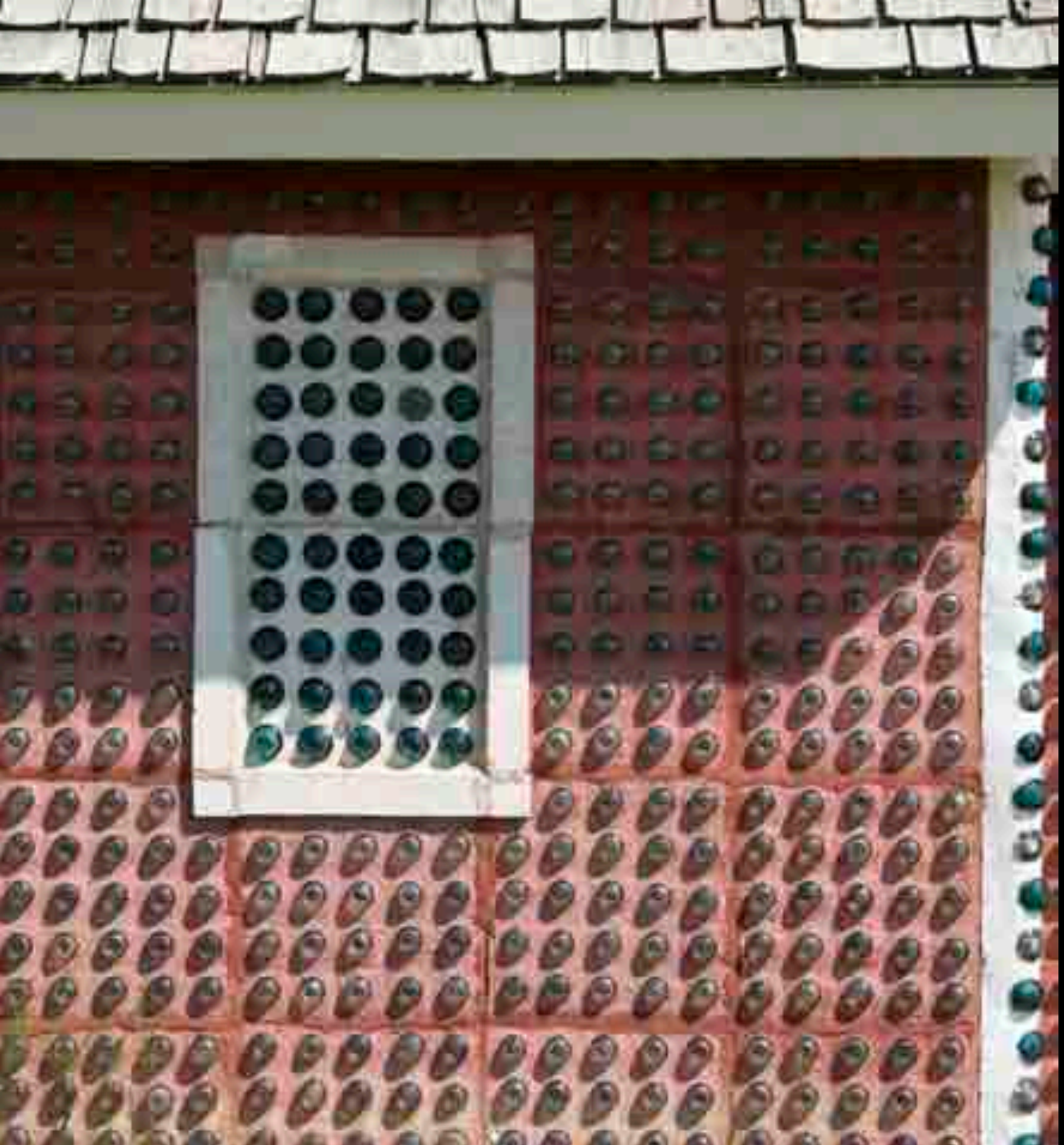

SAVORY
HOURS
SAVORY SOUPS
CAFE

Next show? Suggestion: What IS the show? Add that to the signage.

Great entrance sign. Suggestion: Mow the lawn so we can see the sign. Add hours. Is it open to the public? When?

Same here. Open ever? Or just a display?

We couldn’t find any information about the place. Just about the bluebirds. Suggestion: Provide information and a map, hours, etc.



Now this is really neat. Suggestion: Consider adding interpretive displays, information. Can we walk inside any of them to see the light?

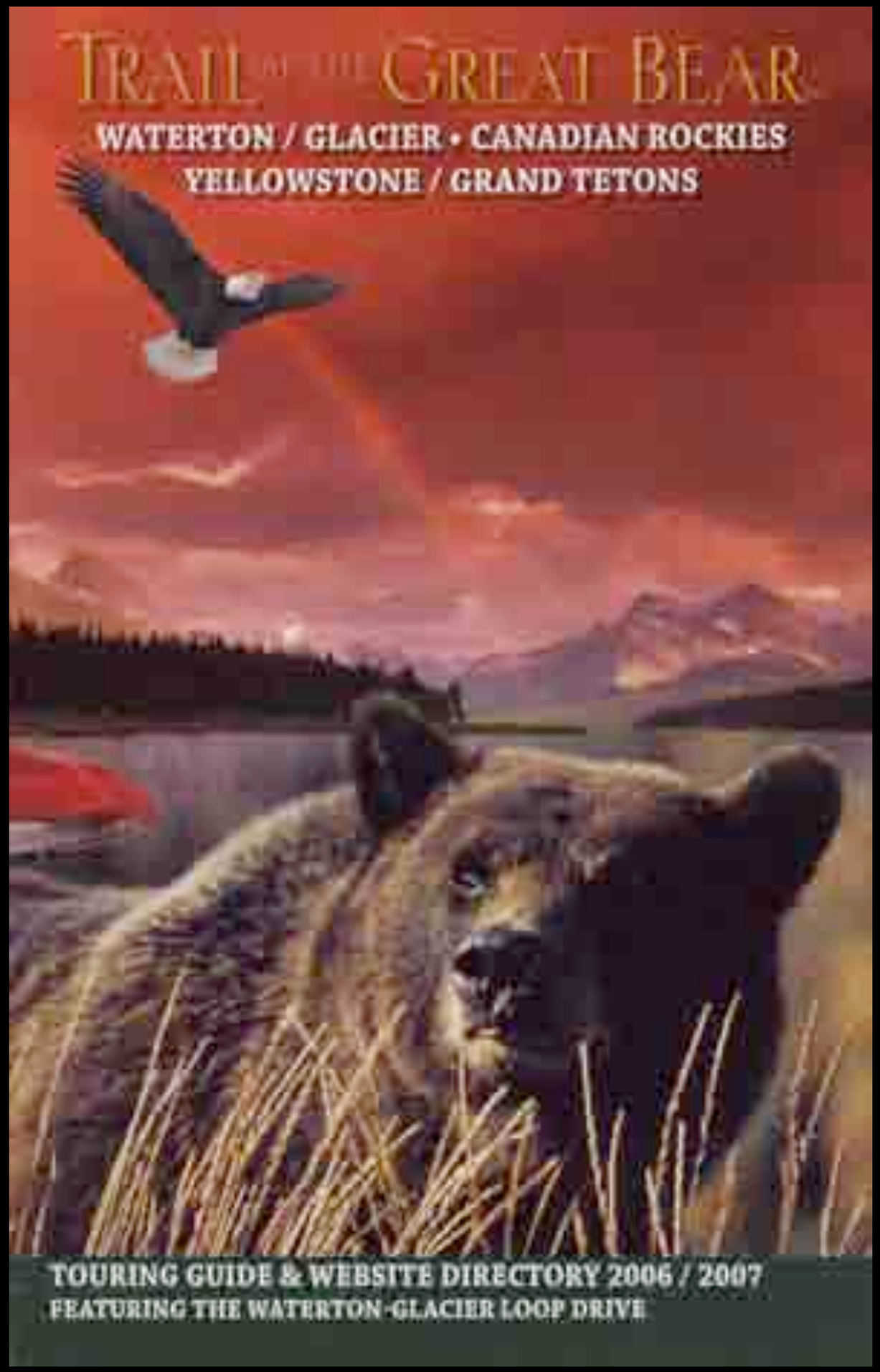
Good directional signage to the Rock & Fossil Museum - including hours. Good job. Suggestion: How much is the admission?

We felt like we were intruding into someone's home. Suggestion: Consider "Museum to left of house. Don't be shy. Come on in."

The Ranch Vacation places and cabins seem to be very nice and should be heavily promoted (if not already) together.

Great gateway sign. It reinforces the “brand.”

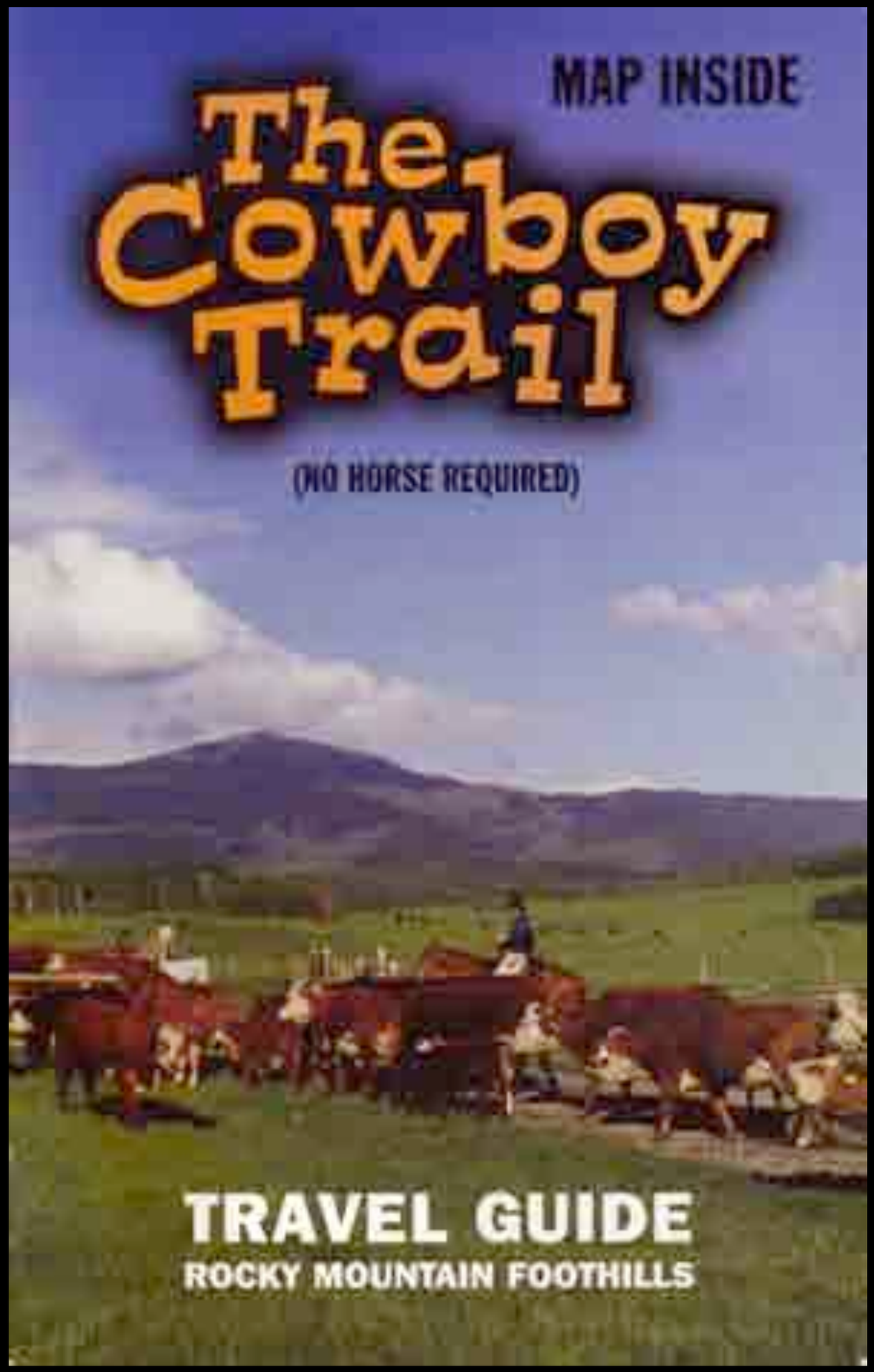
Marketing Assessment



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.

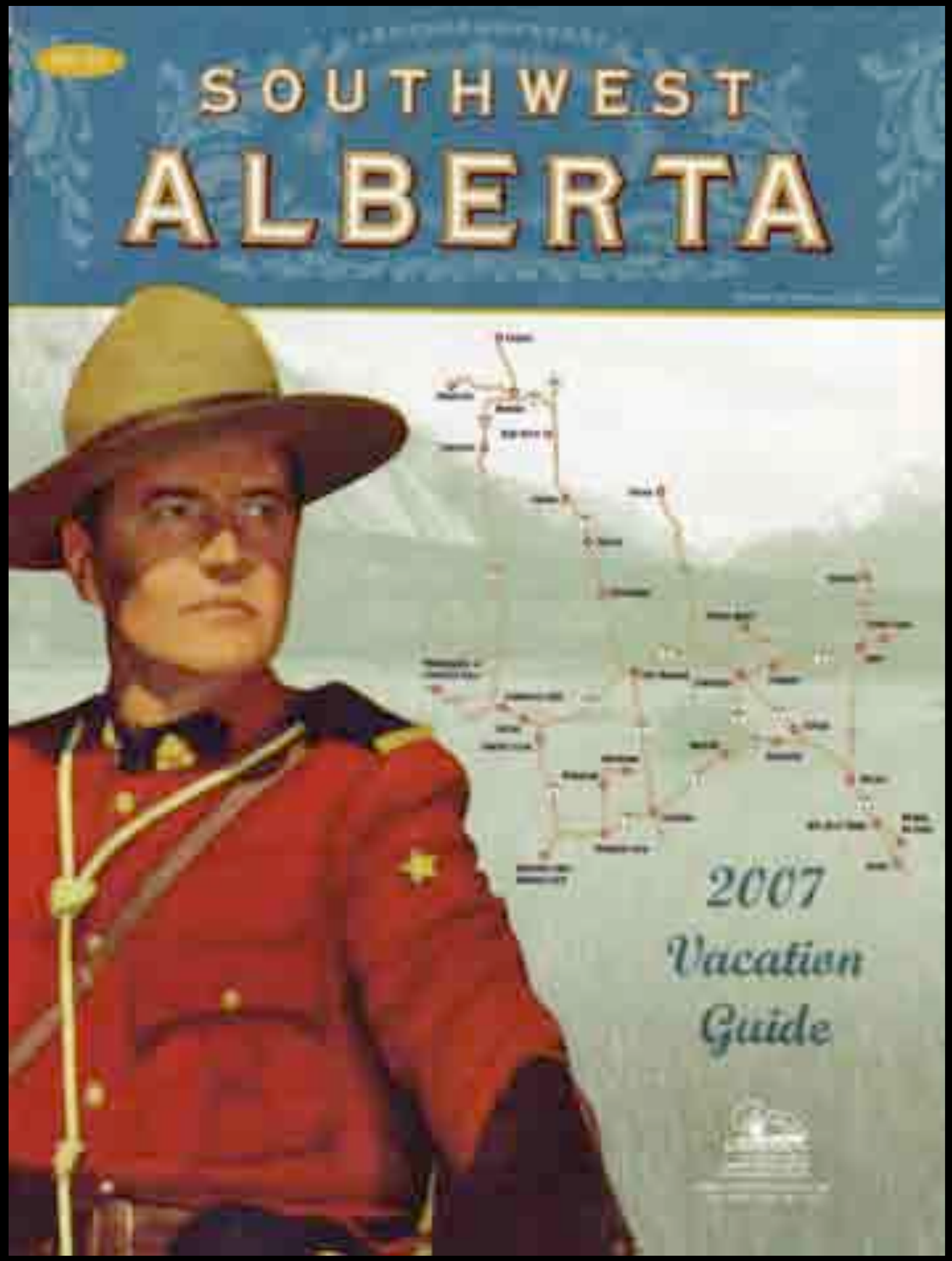
2. She’s working on specific routes, and in identifying specific regions along the way so that visitors can get more information.



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.

Pincher Creek and Claresholm would be the bookends or hub for those vacationing along the Cowboy Trail.

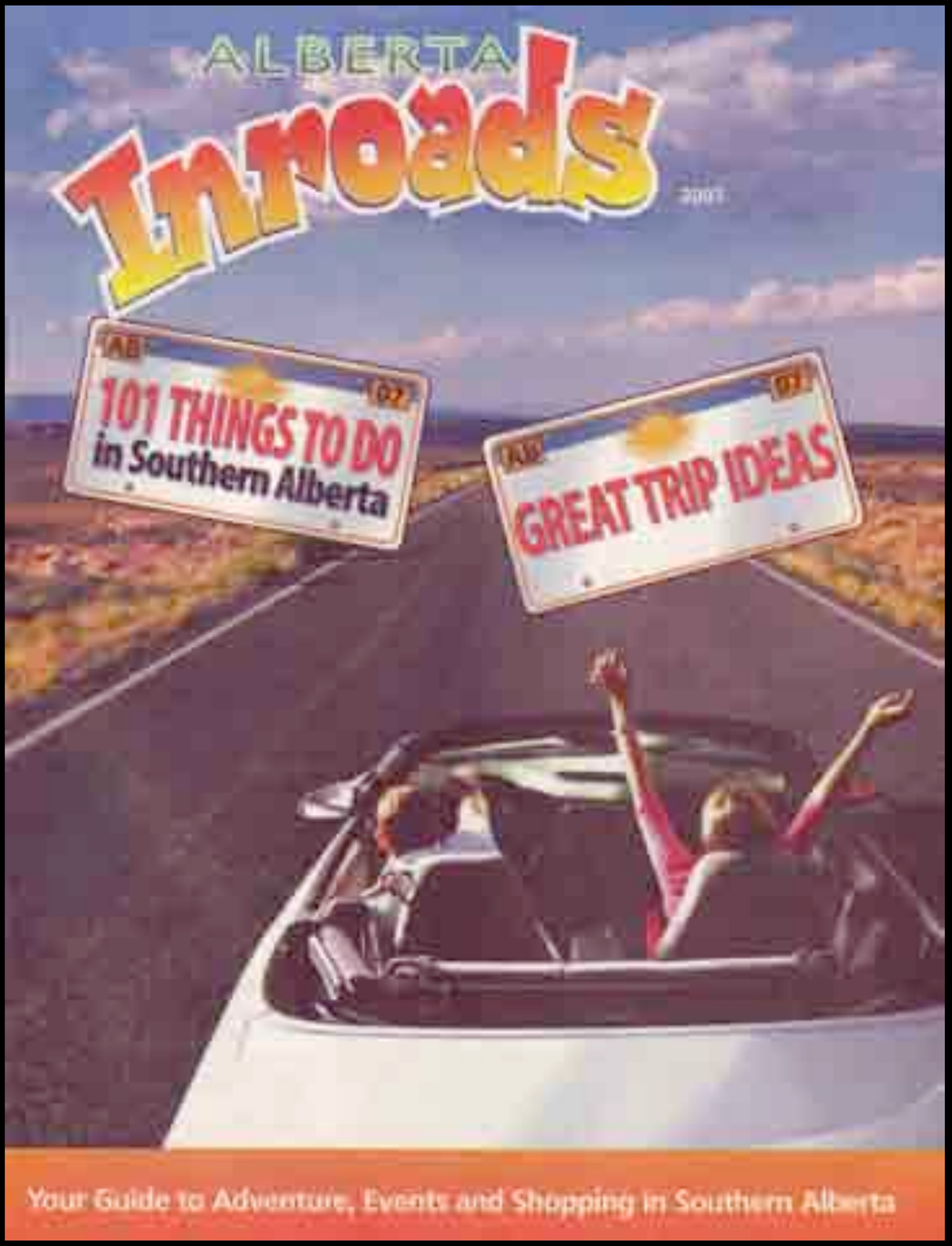


Suggestions:

- 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.

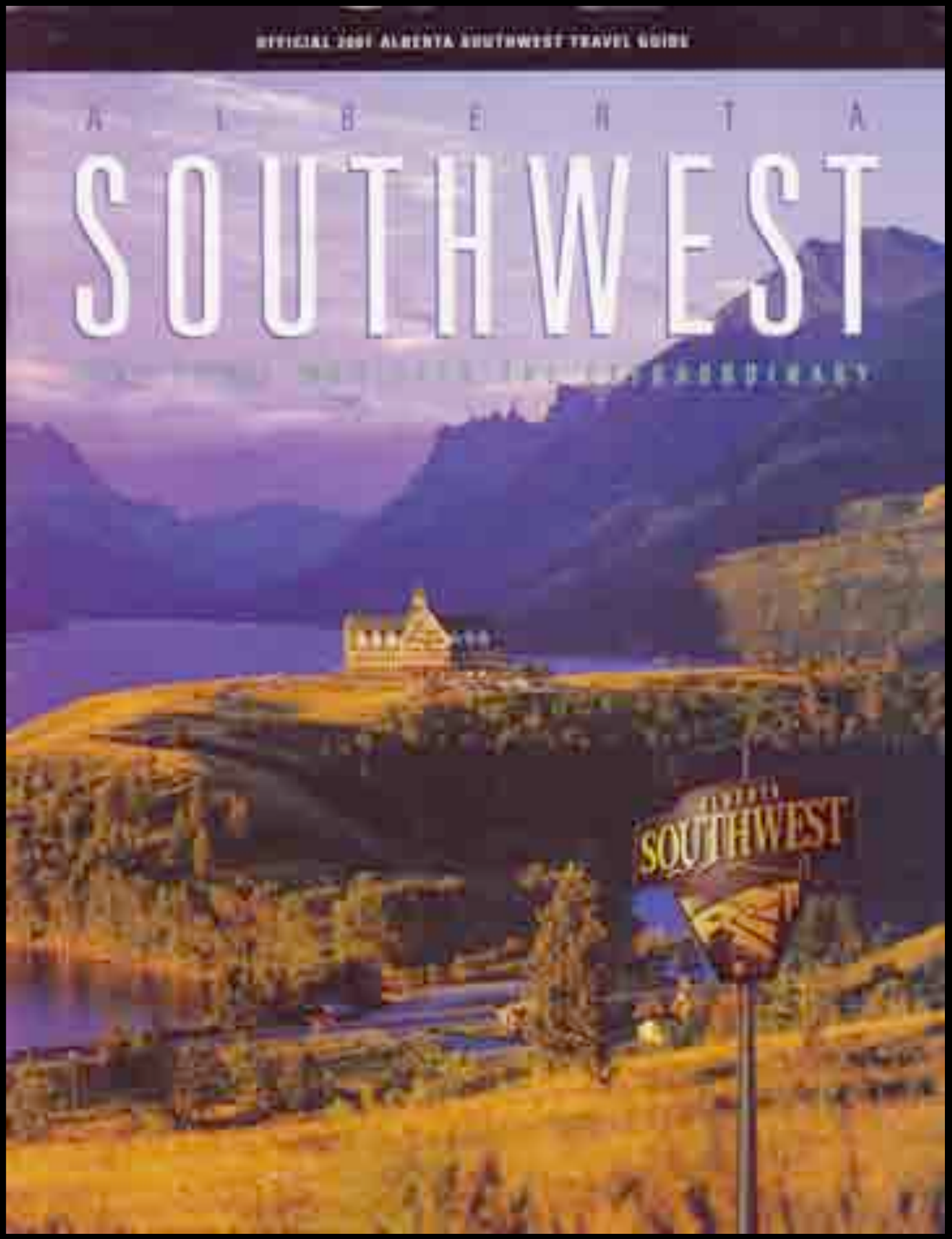
- This guide is about cities. If you are going to a certain city, this is a great resource.



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.

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

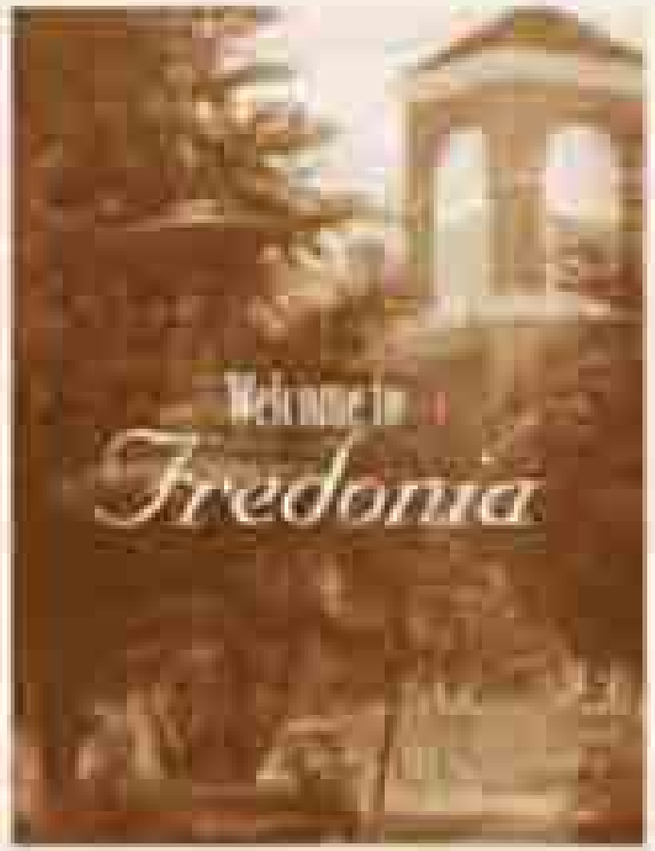
Set amid the Vineyards of Northern Chautauqua County, Fredonia is a picturesque & friendly Historic Victorian Village in Western New York.

Barker Commons/Gage Hall
Photograph by Jim Reile

Experience the many shops, antiques and restaurants, 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

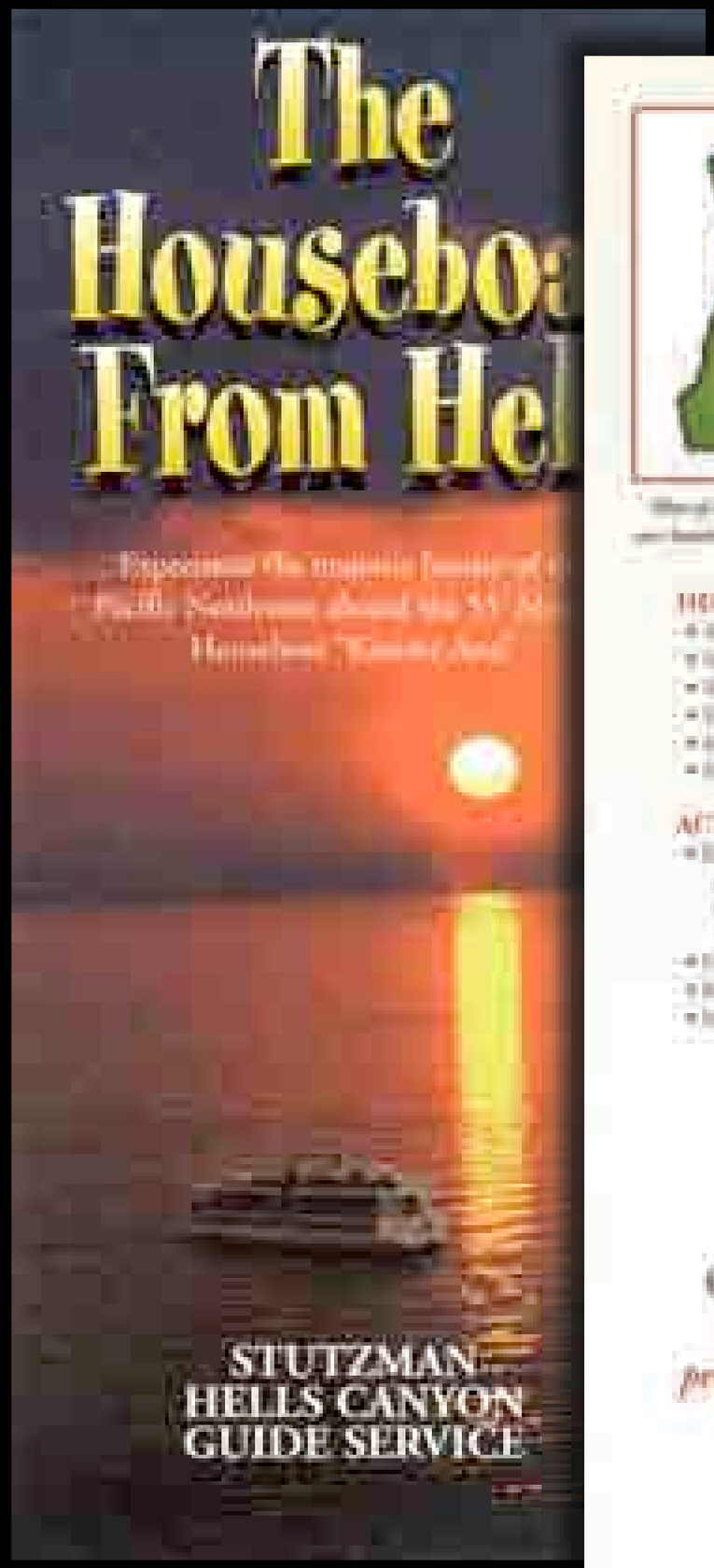
A Picturesque Victorian Village
Set Among the Vineyards of Western New York

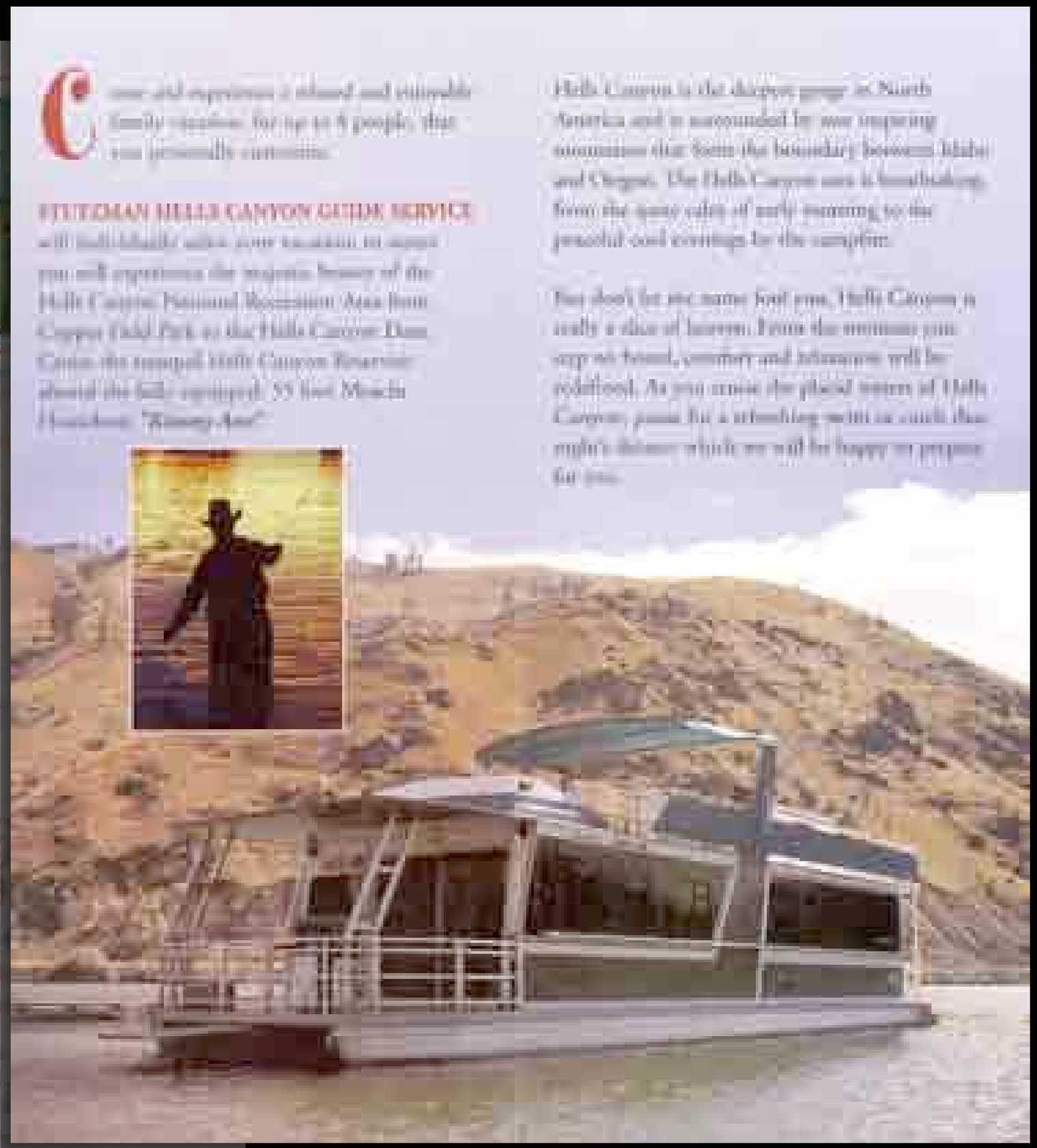


Experience the many shops, antiques and restaurants, the 1891 Fredonia Opera House, Barker Historical Museum, The Telecommunications Museum of Fredonia, festivals and self guided tours.

"A Timeless Treasure"

What to do: Use red/yellow. Command attention





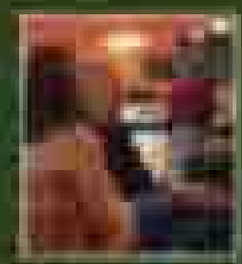

Bent Creek
WESTERN VACATIONS
MH

TWO SISTERS
CANDY & GIFT

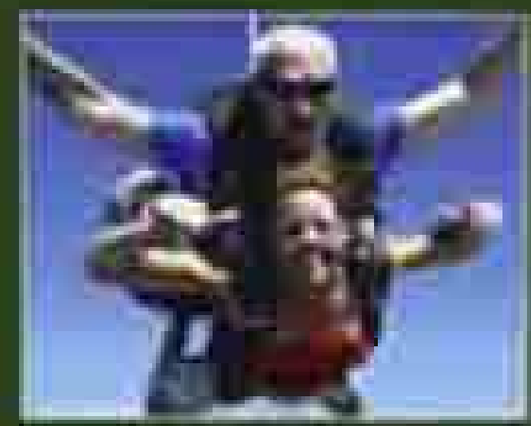
UPTOWN GRILL
CONTEMPORA
CUISINE

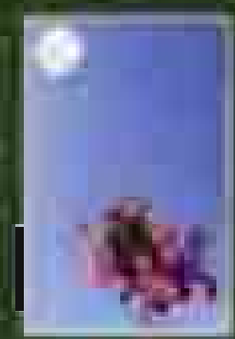
HEGELER CARUS

JEREMIAH JOE
SPECIALTY COFFEE

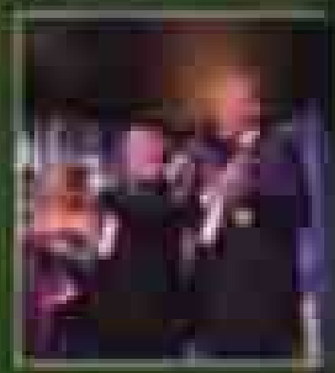


SKYDIVE CHICAGO
SKYDIVING



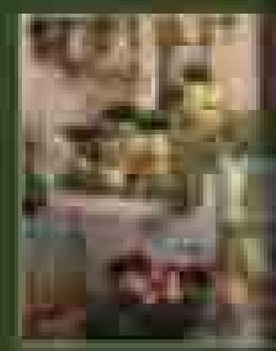


COURT STREET
CABARET TI



RIVER ADVENTUR
CANOE & BIKE R

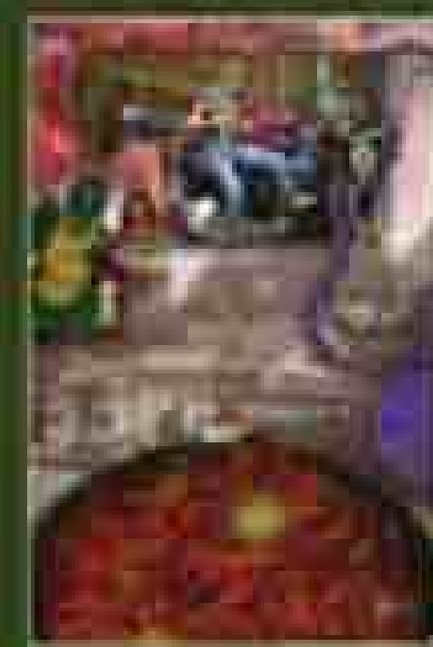
DÉJÀ VU
HOME & G
BOUTIQ



OTTAWA RIVERFRONT CO

WEBER HOUSE & GARDEN
COTTAGE TOURS

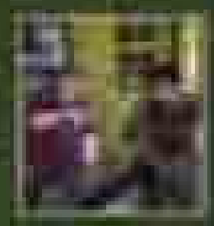
CAJUN CONNECTION
TASTE OF LOUISIANA



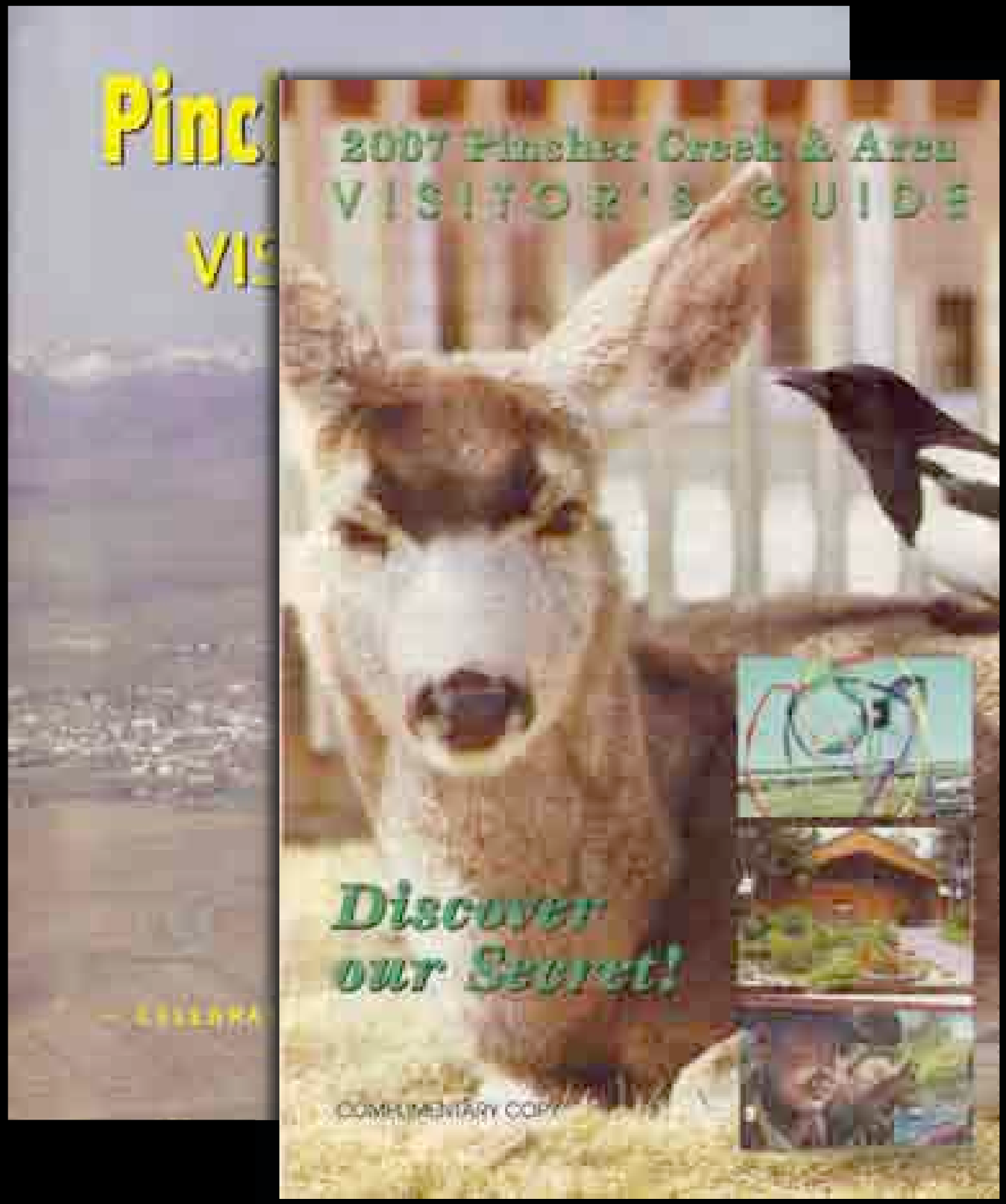
STARVED ROCK
LODGE & CONFERENCE CENTER

LANDERS HOUSE
COUNTRY LODGING & COTTAGES

CATTAILS GIFT SHOPPE
TASTING ROOM & COTTAGE BOUTIQUE



ottawa

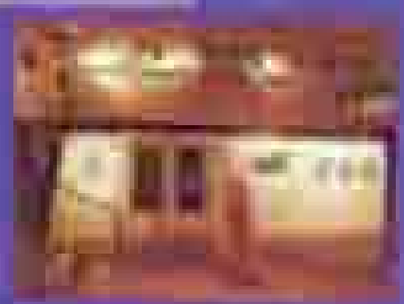


Suggestion: Make sure the cover pulls people into the site. Neither of these is exceptional nor unique to Pincher Creek in terms of selling experiences.

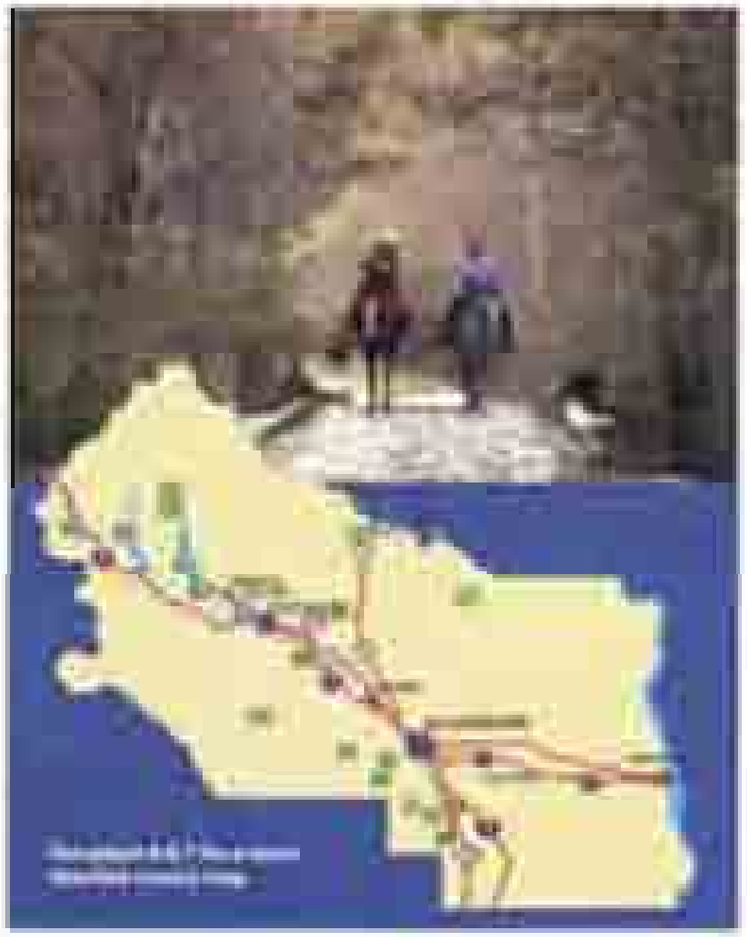
Nothing sells golf like photography. Consider using better photos to promote the course. No roads, power lines, etc.

Kittitas Valley's

Greatest Hit



A guide to the Kittitas Valley's natural and man made attractions for tourists and adventuring alike



Hint Hint

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

"these are a few of my favorite things"

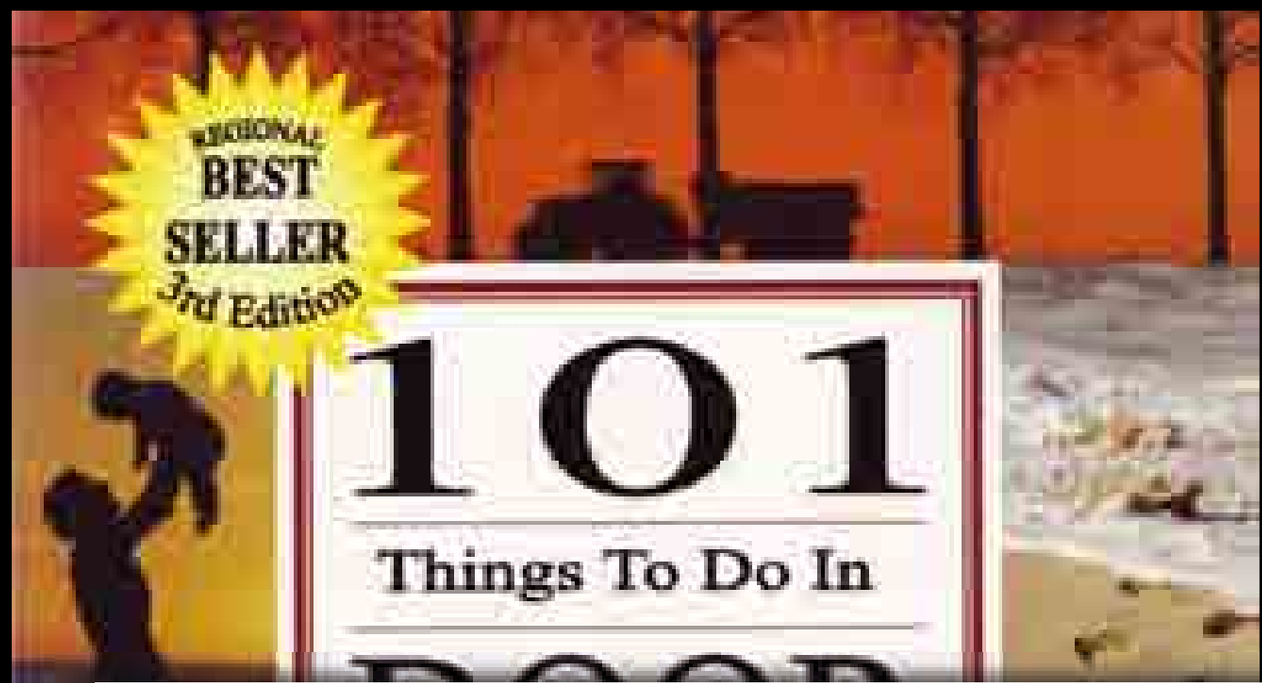
items#	description

ring size _____

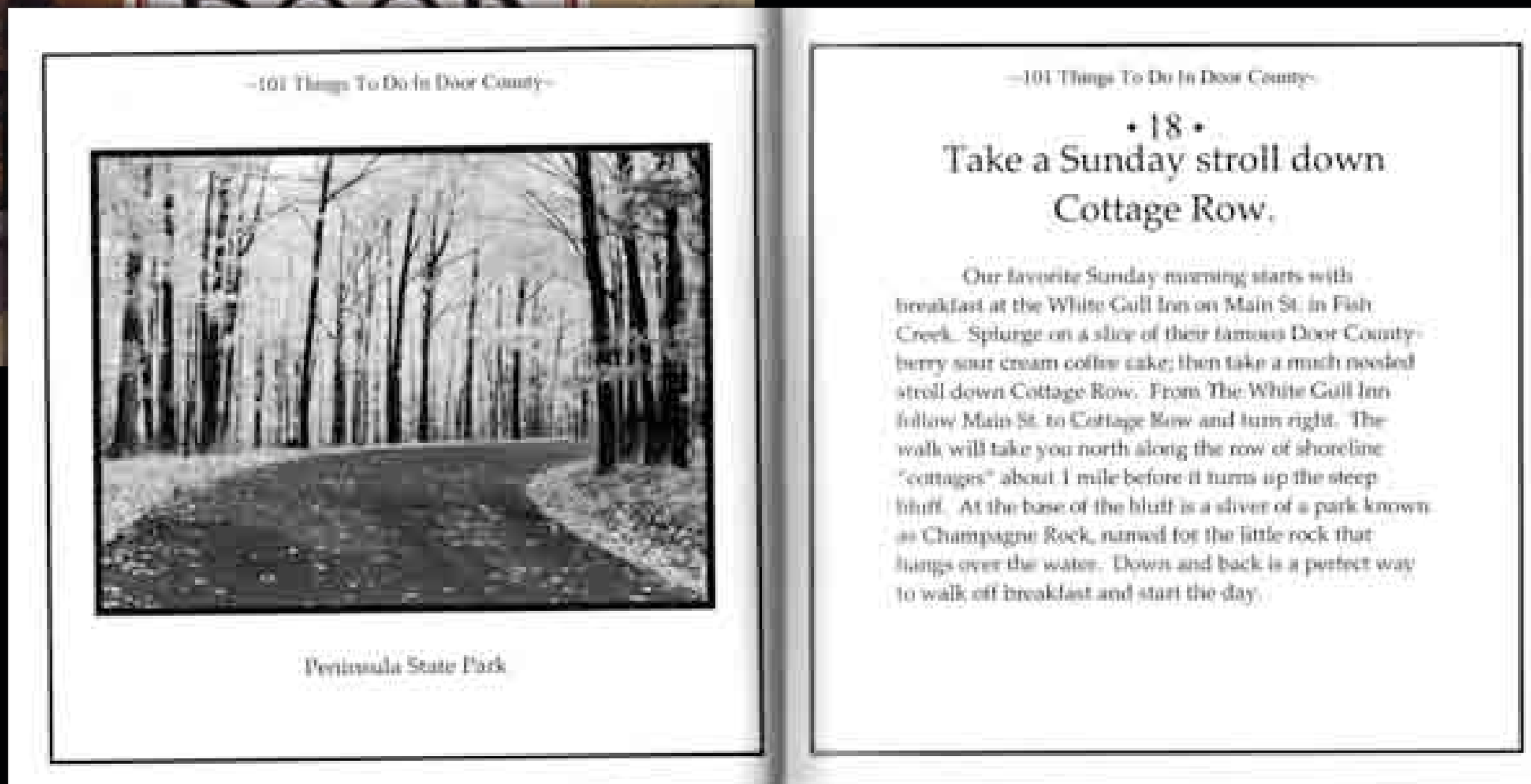
the Jewel

(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.

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 shoreline "cottages" about 1 mile before it turns up the steep bluff. At the base of the bluff is a sliver 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

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.

From: Bonaire EZ News <EZ-news@masiunlimited.com>
Subject: **Bonaire EZ News Issue 06-2004**
Date: March 29, 2004 8:11:35 PM PST
To: ROGER BROOKS <rbrooks@chandler-brooks.com>
Reply-To: EZ-news@masiunlimited.com

Bonaire EZ News

Quick 'n' Easy Tourism Updates

Bon Bini!

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-BONAIRE or visit http://www.infobonaire.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 5 – 13, 2004. Expanded from one to two weeks to give participants more freedom and flexibility to enjoy Bonaire, this year's Festival will offer fun and educational activities including guided dives, BBQ's with live music, A Taste of Bonaire food and cultural festival and the highlight of the event, two evening presentations by the Festival's featured speaker, Philippe Cousteau Jr., grandson of legendary Captain Jacques Yves Cousteau.

Philippe's presentations will take place on the evenings of June 7th and June 14th at Captain Don's Habitat. As part of his presentations Philippe will speak about the responsibility that people have to be caretakers of our planet and that the role divers in particular have to be ambassadors to the oceans. He will share ways in which divers can become more informed about everyday things they do to have a lasting, positive impact and will touch upon his own efforts to protect and preserve our planet through his work as President of EARTHECHO International and his project like the Coral Reef Restoration Initiative. In Bonaire for the duration of the Dive Festival Philippe will also lead guided dives with Festival participants.

Interested in attending the Dive Festival? This year twelve of Bonaire's hotels (see below) are offering special Dive Festival hotel packages. Package prices range from $208 to $1,165 per person, per week and include value added savings, exciting activities and freebies that will appeal to even the most discriminating diver. And this year there is no additional registration fee to attend Dive Festival events!

For detailed information on individual packages and to make a reservation please contact the hotel or use of the Dive Festival travel partner sponsor which can be found on the Dive Festival website at http://www.bonairedivefestival.com.

Palmar Grapetree Apartments
http://www.palmargrapetree.com
1-800-555-0505

Bonaire Lagoon RV

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?

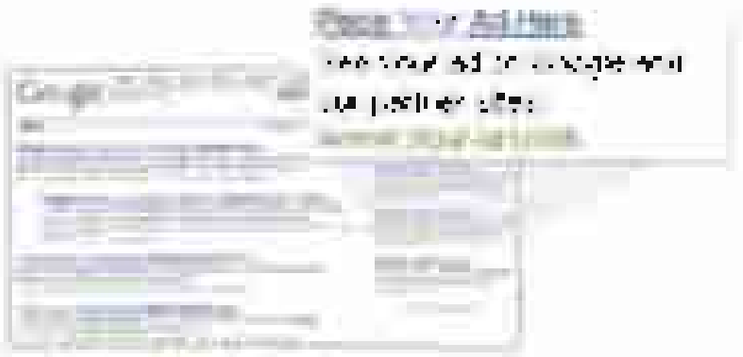
Where will my ads appear?

What are Google image ads?

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 FAQs

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.

LOCAL ADVERTISING
Turn web traffic into foot traffic.

SEARCH SUMMIT
Make your algorithmic listings work harder.

PRODUCTS AND SERVICES

Reach 80% of active Internet users through top search engine sites.[1]

Target prospects searching for businesses in your neighborhood.

Expand your reach and leverage in algorithmic search listings.

Reach millions of motivated buyers through Yahoo! Shopping.

Promote your offers and deals to open Yahoo! Travel.

Include your business in the Yahoo! Directory.


http://www.google.com/
Google

Google

Web

tourism consulting

Search

Web

Results 1 - 10 of about 1,300,000 for tourism consulting. (0.35 seconds)

Atlantic Tourism Consulting

Atlantic Tourism Consulting (ATC) can help individuals, existing tourism ...
community economic development organizations, and volunteer non-profit ...
www.atlanticite.com/tourism/ - 4k - Cached - Similar pages

Atlantic Tourism Consulting - Newsgroups

... marketplace | rec.travel.misc | To contact Atlantic Tourism Consulting send
e-mail to tourism@atlanticite.com or call 907.497.6996. ATC can be ...
www.atlanticite.com/tourism/tourism_newsgroups.html - 5k - Cached - Similar pages
[More results from www.atlanticite.com]

Tourism Consulting & Tourism Consultants

Tourism consulting and training in marketing planning and development for tourism,
hotels, resorts, restaurants, attractions, national and state tourist offices ...
www.ec.purdue.edu/~alltson/consulting.htm - 4k - Cached - Similar pages

Alastair Hospitality Consulting & Tourism Consulting, Tourism ...

... TOURISM CONSULTING & TRAVEL RESEARCH ...
www.ec.purdue.edu/~alltson/Alastair.html - 7k - Cached - Similar pages
[More results from www.ec.purdue.edu]

Golf & Tourism Consulting GbR

Der Beratungsdienstleister rund um die Themen Golf und Golftourismus stellt sich vor. Informiert über...
www.gtc-germany.com/ - 1k - Cached - Similar pages

Cyprus Hotels Hospitality Leisure Tourism Consultants

Cyprus Yellow Pages Gobyda ... HOTEL CONSULTANTS Company ...

New Zealand School Travel & Tourism
International & NZ Students

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

Become a Consultant.
Find your way out of the rat race
and in your future today. eff


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

YAHOO! search

SPONSOR RESULTS

- Tourism and Resort Marketing Consulting — Tourism and resort consulting: studies, marketing plans, site planning, branding, business and joint venture development, development search and ...

TOP 20 WEB RESULTS

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

2. Atlantic Tourism Consulting
   ... Responsible Tourism Development. Atlantic Tourism Consulting (ATC) can help individuals, existing ... To contact Atlantic Tourism Consulting send e-mail ...

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

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. ProSavvy 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 - Planned Kent Fowler
   Tourism Consulting Canada - PKF Canada is a leading Canadian Management Consulting firm offering expert tourism consulting services in Canadian 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 ...

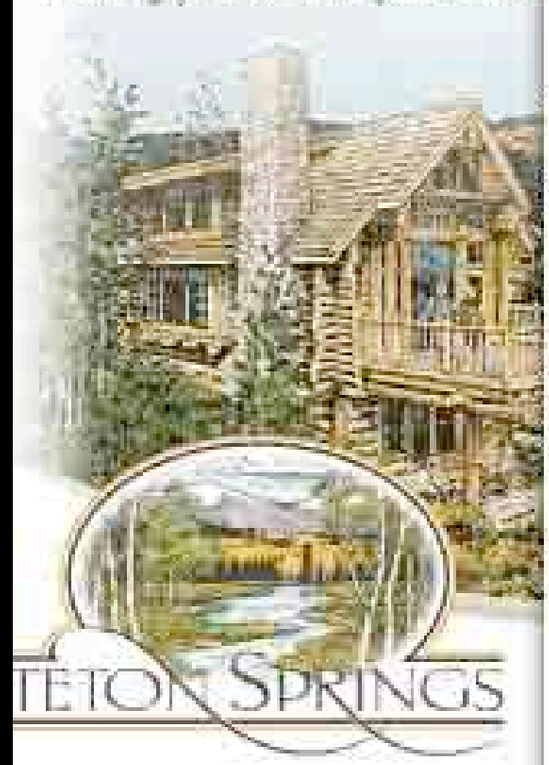
What to do: Find strong keywords

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

DIRECTIONS

Fishing 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 w
historic western atmosphere. A
inviting you to share year-round



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
```

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Sign in

Google

Search

Web

Results 1 - 10 of about 6,750,000 for rocky mountains travel. (0.21 seconds)

Alberta's Rocky Mountains, WhatWhat.com Travel Guide for the ...
Discover Alberta's **Rocky Mountains** with WhatWhat.com's **travel** guide and vacation planner for Alberta's Rockies, Canada.
www.alberta-rockies.com/ - 60k - 16 Jun 2007 - Cached - Similar pages

Rocky Mountain Vacation Guide! Adventure Travel Directory
Rocky Mountain vacation adventure directory. Arizona, Colorado, Idaho, Montana, Wyoming. Resorts, campgrounds, cabins, ranches, tours, guest processing.
www.rocky-mountain.net/ - 29k - Cached - Similar pages

Rocky Mountaineer Official Site - Canadian Train Travel, Rail Tours
Travel by train to Canada's **Rocky Mountains**, Jasper national vacations at Banff, Jasper, Vancouver, Whistler, BC. Tour the Canadian Rockies with **Rocky** ...
www.rockymountaineer.com/ - 34k - Cached - Similar pages

Rocky Mountain Travel Guide
Publisher of **travel** guides for Arizona, Colorado, Utah, and Montana.
www.rockymountaintravel.com/ - 21k - Cached - Similar pages

CGI / SQL Database Error
Directory for the **Rocky Mountain** states including Colorado, Utah, New Mexico, Montana, Wyoming, Idaho, Alberta and British Columbia.
www.rockymountain.com/ - 2k - Cached - Similar pages

GORP: 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.
www.gorp.com/gorp/resource/us_national_park/co/rocky.htm - 51k - Cached - Similar pages

Rocky Mountain National Park - Colorado Rocky Mountains | GORP
GORP's complete **Rocky Mountain** National Park guide includes **travel** tips, tourism suggestions, and outdoor recreation in the Colorado Rockies.
www.gorp.com/gorp/resource/us_national_park/co/rocky.htm - 50k - Cached - Similar pages
[More results from www.gorp.com]

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

Sponsored Links

The Canadian Rockies
Enjoy Breathtaking Beauty & Fun On A Great Canadian Rockies Vacation.
www.GreatRockiesVacations.com

Rocky Mountain Tours
Spectacular Rail & Coach Tours. Guaranteed Lowest Fares. Book Easy.
www.rocky-mountaintours.com/

Rocky mountains
Take a deep breath of pure mountains air. Escape the ordinary.
www.Canada.travel/

Rocky Mountains
Tourism BC Official Summer Site. Ideas for Getaways in the Rockies.
www.HelloBC.com/Canadian-Rockies

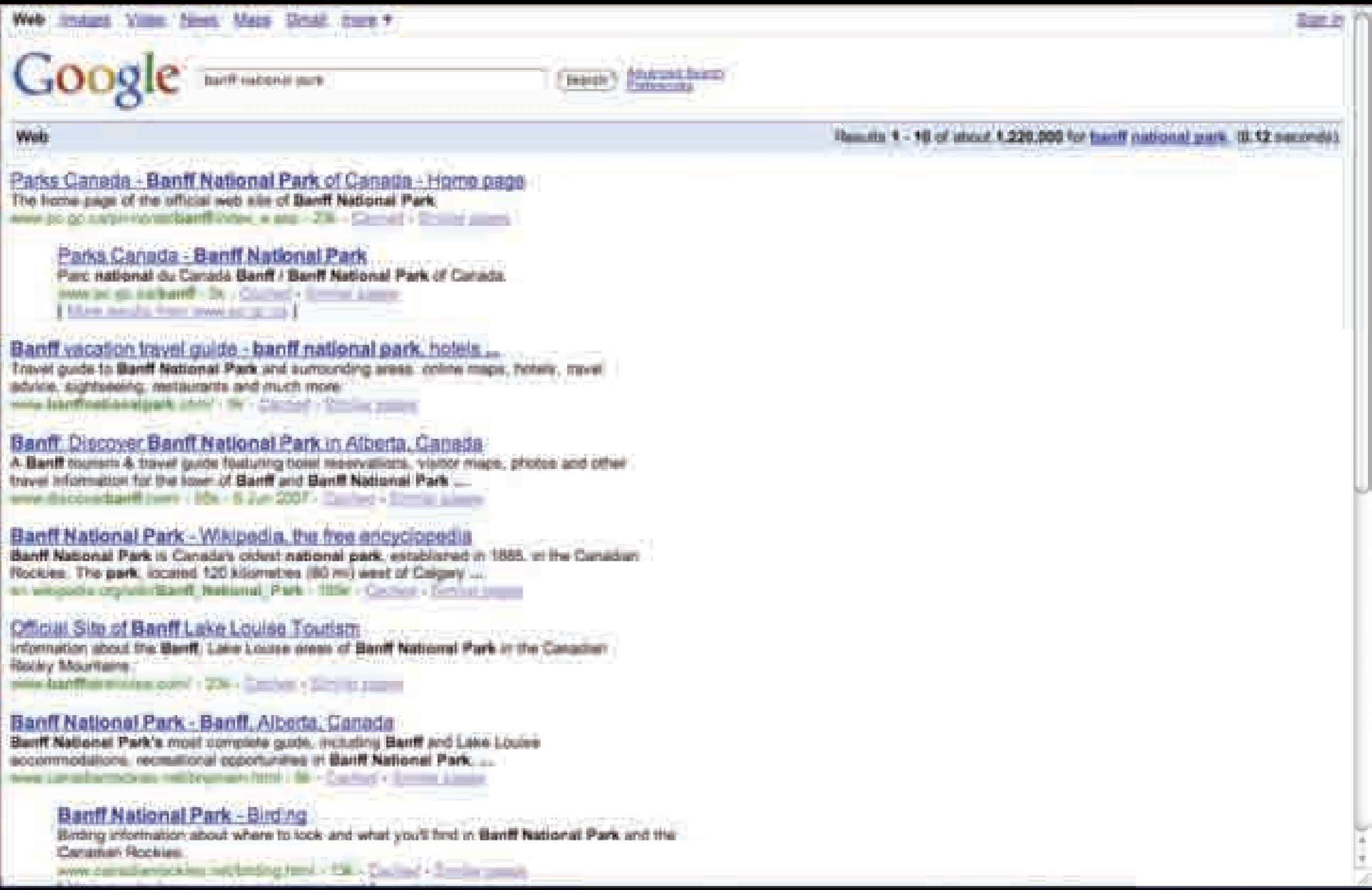
Rocky Mountains Lift Guide
Lonely Planet's ultimate guide book. Free shipping with minimum purchase.
shop.lonelyplanet.com/

WorldWeb.com

Alberta's Rocky Mountains

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

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 Live — Things To Do

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

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

Alberta | Things To Do in Alberta

Alberta Things to do

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 ...

Alberta Community Development
Alberta Sport, Recreation, Parks and Wildlife Foundation ... Museums and **historic sites** Provincial Archives · Royal **Alberta** Museum · Royal Tyrrell Museum ...

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 ...

Other Albertan **Historic Sites**
To access any of these **sites**, please follow the links to the Official **Alberta** Community Development, **Historic Sites** and Archive Service pages. ...

Alberta's Rockies **Historic Sites &** Interpretive Centres: **Historic** ...
Alberta's Rockies **Historic Sites &** Interpretive Centres Directory. Includes listings for **Historic Sites &** Interpretive Centres in **Alberta's** Rockies. ...

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**.

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 ...

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Google

Web

Results 1 - 10 of about 1,870,000 for alberta musical theatre (0.14 seconds)

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 Centennial
Amy Sweley (Pop), Billy & the Lost Boys (Pop Rock), Bryce Kulak (**Musical Theatre**), Laura and Elise Neeland (Classical), The Steffys (Country), W (Blues) ...

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

Alberta Music Festival Association
Class 932 **Musical Theatre** Solo 16 Years and Under Competing for Stettler & District **Music** Festival Plaque and **Alberta** Registered **Music** Teachers' Association ...
[More results from albertamusicfestivals.com]

Alberta Living - Show Boat - Lethbridge Musical Theatre - 2001
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 19 years. ... KEN MORGAN, Set Design and Costume Designer, received his diploma from the **Alberta** College ...

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

NEWS RELEASE Massive musical theatre offers tribute to military

Sponsored Links

Alberta Theatre Tickets
Don't miss out on your favorite event. Buy tickets online today!

Web Images Video News Maps Gmail more ▾ Sign in

Google live theatre alberta Search Advanced Search Preferences

Web Results 1 - 10 of about 1,290,000 for live theatre alberta. (0.10 seconds)

Home - Grande Prairie Live Theatre
Email: box office@gpll.ab.ca Address: 10100 - 98 Avenue Grande Prairie, **Alberta** Canada T8V 0R6 ... Welcome to the Grande Prairie **Live Theatre** Web Site! ...
www.gpll.ab.ca/ - 16k - Cached - Similar pages

Rosebud Theatre - Rosebud, Alberta CANADA
Rosebud **Theatre** is **Alberta's** only rural professional **theatre**. Internationally acclaimed offerings are joined ... That is what will always make **live theatre** something more. ...
www.rosebudtheatre.com/rosebud_web/CANADA/CANADA.htm - 16k - 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/index.htm?1111 quotes - 16k - 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 (403-240) ...
www.ualberta.ca/~ccinfo/directory/live_theatre.htm - 29k - Cached - Similar pages

The Empress Theatre - Home
Since 1912, the Empress has been warming up an eclectic mix of movies, concerts, and **live theatre** to authentically thrill all over Southern **Alberta**. ...
www.empresstheatre.ab.ca/ - 15k - Cached - Similar pages

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. Central **Alberta's** Number One Tourist ...
www.albertaprairieraily.com/Steam Train - 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/ - 22k - Cached - Similar pages

Theatre Network :: Live at the Roxy :: Edmonton, Alberta, Canada
Theatre Network :: **Live** at the Roxy ... **Theatre** Buffet Group Dinner with Friends by Donald

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Web

FORT CALGARY
Fort Calgary, PO Box 2100 Station M (#100) Calgary, Alberta T2P 2M5 Canada. Phone (403)290-1875 Fax (403)290-6034 Email: info@fortcalgary.com ...

Visiting Fort Macleod in Southern Alberta Canada
Fort Macleod's historic area draws you into the past to a time when the North West ... Fort Macleod is at the hub of southwest Alberta adventures and tours ...

Welcome To Heritage Park
Fort McMurray Historical Society ... additional $2.00 per person by appointment only. *Please include GST. Copyright ©2007 Fort McMurray Historical Society ...

Kerry Wood Nature Centre, Red Deer, Alberta, Canada
The Kerry Wood Nature Centre and Historic Fort Normandeau are run by the ... We gratefully acknowledge the support of Museums Alberta and its grant program ...

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, ...

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 ...

Trail of the Great Bear - South West Alberta - Fort Macleod
Fort Macleod is located on the crossroads of Hwys #2 & #3, with easy access to historic and natural attractions. Approx. 15km west of Fort Macleod is the ...

Fort Ethwi Lodge (Historic Historical Information)
Fort Ethwi Lodge is named after the historic Fort Ethwi, built just north of Wetaskiwin in ... Monsignor Grandin, Bishop of Alberta, visits the Fort ...

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Fort Macleod

Fort Macleod is a vibrant community of over 3000, located within breathtaking sight of the Canadian Rockies.

Business Directory
Visiting Fort Macleod
Living in Fort Macleod
Events Calendar

Visiting Fort Macleod in Southern Alberta Canada

Main Street Fort Macleod From a distance, Fort Macleod looks like any other town. It is at a crossroads that once hosted Indian encampments, wagon trails ...

The Fort Museum of the North West Mounted Police

Provides the history, information, exhibit guide, shop, education programs, and calendar of events located in Fort Macleod

Fort Macleod Travel: City of Fort Macleod Alberta Tourism ...

A Fort Macleod travel guide & tourism directory for the City of Fort Macleod, Alberta by travelfmd.com.

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 ...

The Macleod Gazette

Local newspaper, providing local features and events in Fort Macleod.

fort macleod

Fort Macleod

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Google

Web Images

Rocky mountains

Plan your outdoor adventures 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 4800 kilometers ...

Rocky Mountain National Park - Rocky Mountain National Park (U.S. ...

This iconic showcase of the grandeur of the **Rocky Mountains**, with elevations ranging from 8000 feet on the west, grassy valleys to 14,259 feet at the ...

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 ...

Rocky Mountain National Park

Everything you wanted to know about **Rocky Mountain** National Park.

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.

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 ...

Rocky Mountain National Park

Trip reports and photos. General information about the park. (**Rocky Mountains** National Park, Colorado)

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

Sponsored Links

The Canadian Rockies

Experience Breathtaking Beauty On A Great Canadian Rockies Vacation

Rocky Mountains

Tourism BC Official Summer Site

Ideas for Getaways in the Rockies

Rocky mountain train tour

Make your vacation unforgettable with a Visit Rail package tour.

Rocky Mountain Tours

Spectacular Coach & Rail Tours

Guaranteed lowest fares

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

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

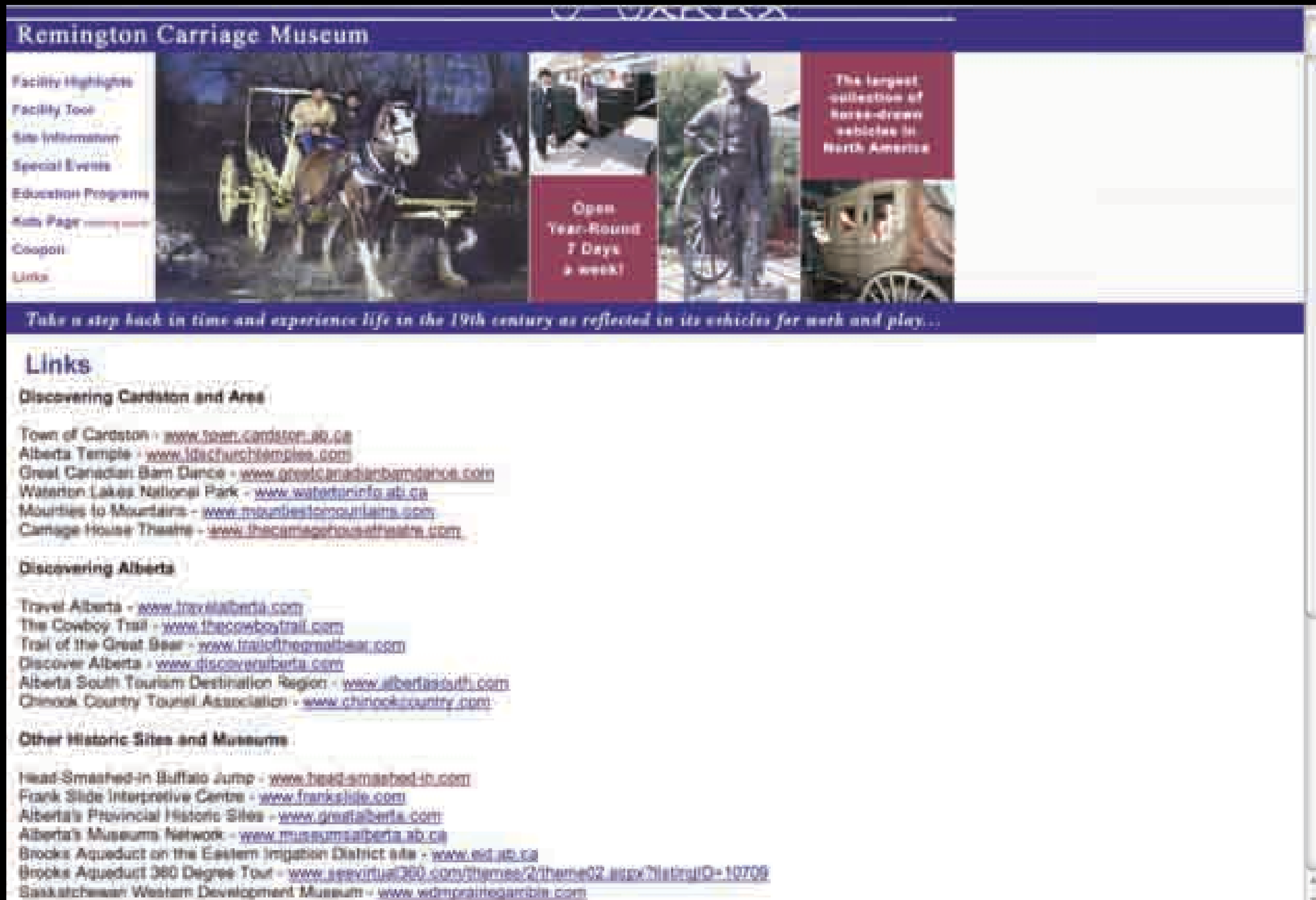
As you get closer, there is a definite feeling of being in two very different eras, then, past and present co-exist. The place, known 150 years ago as Blackfoot Crossing, became a North West Mounted Police barracks and trading post in 1874. The town gradually took shape alongside the Oldman River, named 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.



Tip

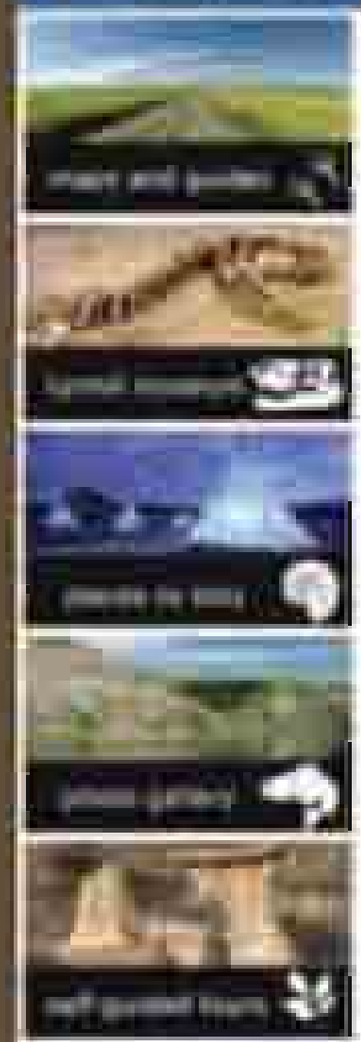
Develop a separate visitor site or a front door with two options.


Welcome

Drumheller Heart of the Canadian Badlands

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

www.travelidrumheller.com

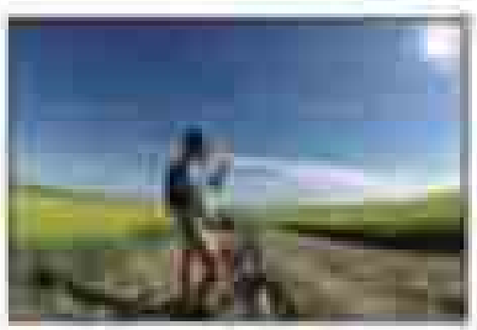


The Dinosaur Capital of North America

Only a 90-minute drive from Calgary, Alberta

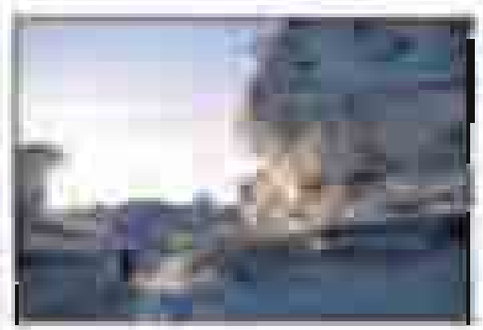
The town of Drumheller is home to the world-famous **Royal Tyrrell Museum**, the best Badlands scenery in the country, and the richest deposits of fossils and dinosaur bones in North America.

< find and book Drumheller hotels online!



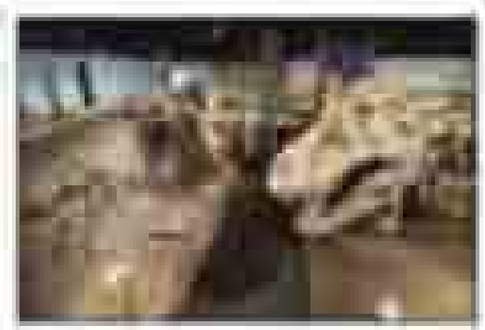
About Drumheller

Truth answers 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

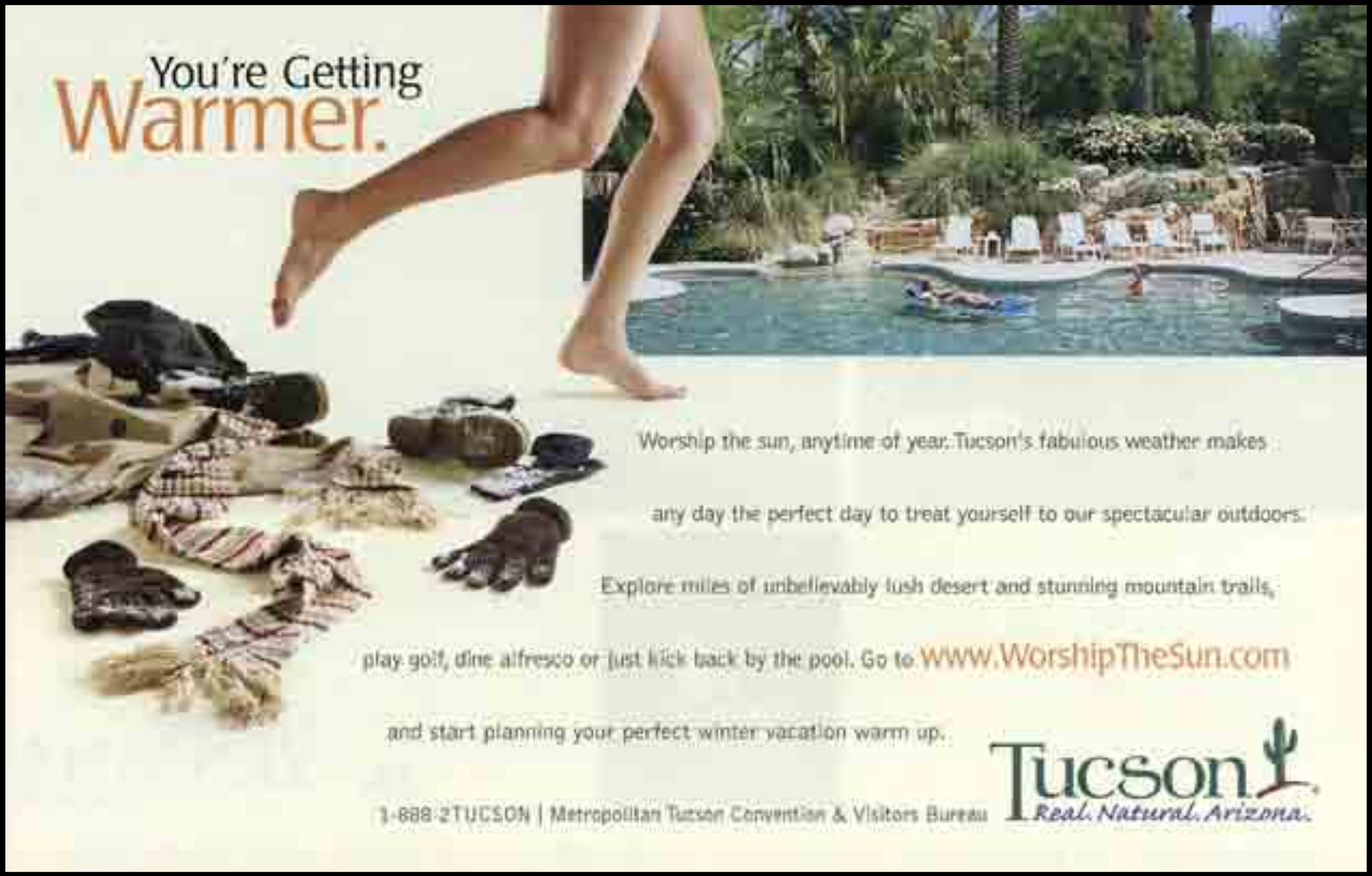
Develop custom URL's that are easy to remember.

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

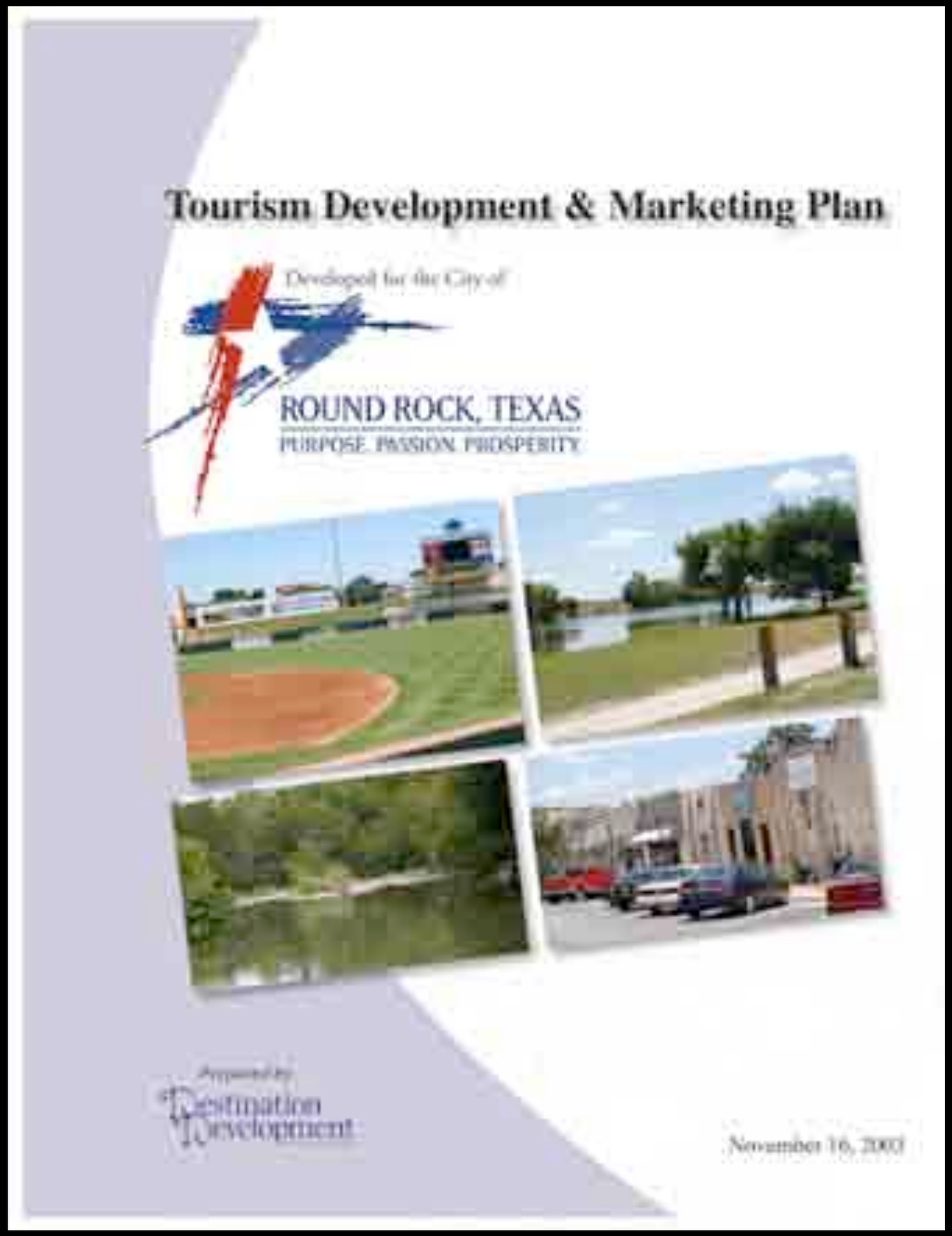
- Dec-Jan: The Holidays
- Feb-Mar: Winter recreation & events
- Apr-May: Spring fling
- Jun-Jul: First half of summer
- Aug-Sep: Second half of summer
- Oct-Nov: Fall color

Pick Your Passion

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

Success Begins With a Good Architect

The rule of planning



Create a Community 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

It takes a village to obtain success. It must also be a grassroots effort - top down seldom works.

- The business community must take the lead
- Business organizations take on the cause
- Together they come to the city for help
- The business community STILL takes the lead. The city only provides support: grants, ordinances, funding, technical assistance
- Winning popularity contests won’t result in a successful effort. You can’t be all things to all people.
- Every branding effort requires a tireless “pioneer.”

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

Destination Development, Inc.

www.destinationdevelopment.com