



Destination
Development, Inc.

Southwest Alberta Regional Suggestions

June 2007



Assessment Findings & Suggestions



The anchor

The Southern Alberta Rockies

Waterton Lakes National Park

Marketing: The Southern Alberta Rockies

The body text

Where the majestic Rocky mountains melt into the Porcupine Hills of the famed Cowboy Trail and then into the rolling hills of the beautiful Alberta prairie.

The grand icon of this region is the Waterton Lakes National Park, a UNESCO World Heritage Site...

The must-see attractions

Frank Slide Interpretive Center

Head Smashed In Buffalo Jump

The Remington Carriage Museum (activities - not just the museum)

The diversions by category

Arts & Entertainment

Culture & History

The Environment

Recreation

The diversions - Arts & Entertainment

The Great Canadian Barn Dance

The Empress Theater

Carriage House Theater

The Gallery Trail

The diversions - Culture & History

Fort Macleod (the fort)

Pincher Creek Hutterite Colony

The Pioneer Museum

The LDS Temple Visitors Center

Prince of Wales Hotel

The Museum Trail

The diversions - The environment

Buffalo Paddocks

Red Rock Canyon

Cameron Lake

International Boat Tour of Waterton Lake

Regional Circle Routes & tours

The diversions - Recreation

Buffalo Hump - Hiking Waterton Lakes National Park

Oldman Dam Wind Surfing

Castle Mountain Ski Area

Snowmobiling/Cross Country Skiing - Trails

Hiking & Biking routes - specific routes

Fishing & Hunting - specific sites

NOTES

If it's "the best" people will jump to the diversions as a primary draw

The activities *MUST* be prioritized by quality and endorsements

There is "cross-participation" among all of these. One size does not fit all.

Specifics are a *MUST*

You must promote private businesses. This is a public/private initiative

Dining

Casual: Twin Butte Country Store (also under entertainment)

Fine Dining: Cobblestone Manor, Kilmorey Lodge

Experience dining: Great Canadian Barn Dance, Prince of Wales

Event dining:

Gourmet picnic items:

Lodging - the Top 3 by category

Hotel/Motels: Bluebird Motel, Claresholm

Ranch accommodations: Bloomin' Inn

Resort accommodations: Kilmorey Lodge, Waterton Lakes Resort

Camping/RV parks:

B&B:

Cabins:

Experience accommodations: Prince of Wales Hotel

Itineraries - by activity

1/2 day, full-day, two-day, three-day itineraries: private auto

The RV Trail: one, two, three, four and five day itineraries

Motorcycle Trail: 1/2 day, full-day, two-day routes

Bicycle: Three-day, four-day, five-day biking routes

Tour bus: 1/2 day, full-day, two-day excursions

Marketing - If I had \$250,000 to spend

1. Public relations: \$60,000

2. Internet: \$60,000

3. Direct marketing: \$70,000

4. Collateral materials: \$40,000 (public portion)

5. Advertising: \$20,000 (public portion)

Challenge with the western brand

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

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

Pincher Creek:

Through the Ages (?)

Initiatives

Create "The Hidden Gems of the Southern Alberta Rockies"

Pick your season, pick your passion

Market by experience, not by geography

Develop a National Geographic quality photo library: experiences

Public/Private Activities Guide: Dining, Shops, Attractions

Regional 24-hour visitor information kiosks - content different in each. Style the same throughout the region.

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

By type of travel:

- RV
- Tour bus
- Personal vehicle
- Motorcycle
- Bicycle

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

REGIONAL
BEST
SELLER
3rd Edition

101

Things To Do In

DOOR COUNTY

~101 Things To Do In Door County~



Peninsula State Park

~101 Things To Do In Door County~

• 18 •
Take a Sunday stroll down
Cottage Row.

Our favorite Sunday morning starts with breakfast at the White Gull Inn on Main St. in Fish Creek. Splurge on a slice of their famous Door County-berry sour cream coffee cake; then take a much needed stroll down Cottage Row. From The White Gull Inn follow Main St. to Cottage Row and turn right. The walk will take you north along the row of 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.

TRAIL OF THE GREAT BEAR

WATERTON / GLACIER • CANADIAN ROCKIES
YELLOWSTONE / GRAND TETONS



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

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.

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

MAP INSIDE

The Cowboy Trail

(NO HORSE REQUIRED)

A great guide for the western ranch experience. That's its 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.

TRAVEL GUIDE
ROCKY MOUNTAIN FOOTHILLS

OFFICIAL 2007 ALBERTA SOUTHWEST TRAVEL GUIDE

ALBERTA SOUTHWEST

DISCOVER THE MOST EXTRAORDINARY



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.

Tip

Purchase key words (pay per click).

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.

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See your ad on Google and our partner sites.
[www.your-url.com](#)

Learn More

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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

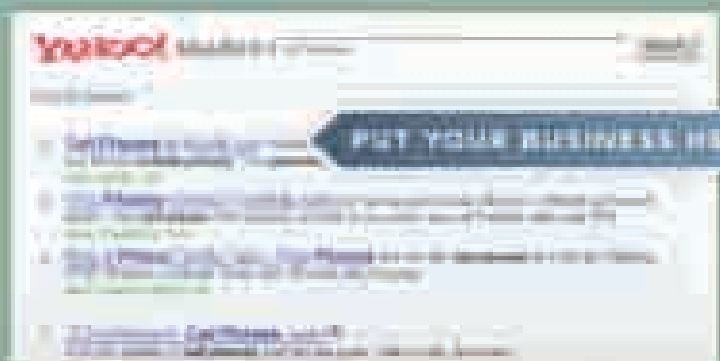
If you are a web publisher and would like to learn about displaying Google AdWords on your site, [click here](#).

* Media Metrix, December 2003.

Sponsored Search: How smart businesses connect with customers.

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Make your algorithmic listings work harder.

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Find out who was big in the Think Big Contest.

PRODUCTS AND SERVICES

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- » [Product Submit](#) Reach millions of motivated buyers through Yahoo! Shopping.
- » [Travel Submit](#) Promote your offers and deals to eager travelers on Yahoo! Travel.
- » [Directory Submit](#) Include your business in the Yahoo! Directory.



Approx. 80%
Find out how you can benefit your clients' bottom line.

Unmatched
Learn about advertising opportunities in markets around the world.

The bottom line

Logos and slogans make little difference. It's product that sells

Communities need Brand, Development, Marketing Action Plans

Create reciprocal links throughout the region (increase search rank)

Remove focus from "local" events to sustainable draws

Extend the seasons! The two month season is from the 1970s

For Waterton: You are a world class destination. Now act and look like it!

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



Destination
Development, Inc.

www.destinationdevelopment.com