

## ASSESSMENT AND SUGGESTIONS

### Suggestion:

Here are additional photos of Whistler, showing visitor information (top right) and beautification efforts (bottom photos).

People love to shop, dine, and linger in beautiful places. Whistler, in its early years, was also a short-season destination (albeit a winter destination for skiing). The village and accommodations are largely responsible for the village becoming a year-round destination ten months of the year. It is just as popular with non-skiers as it is with skiers.



## Marketing Assessment

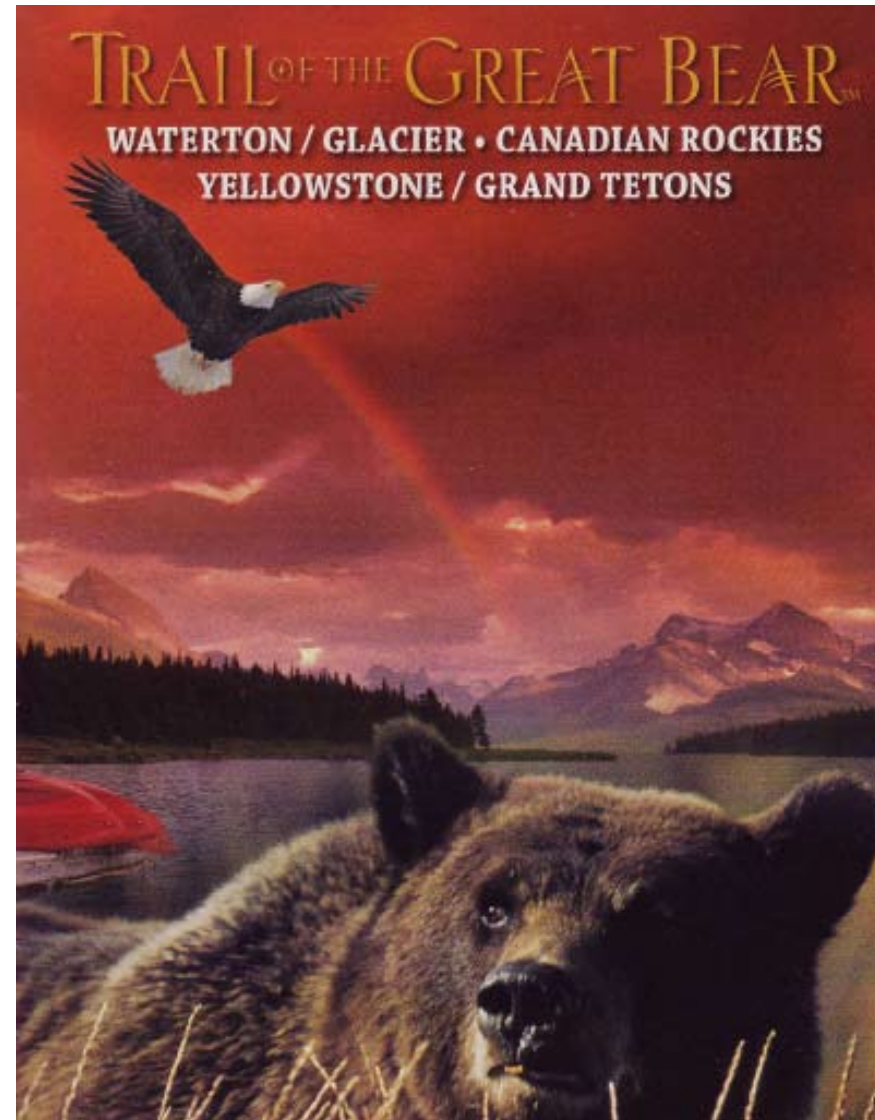
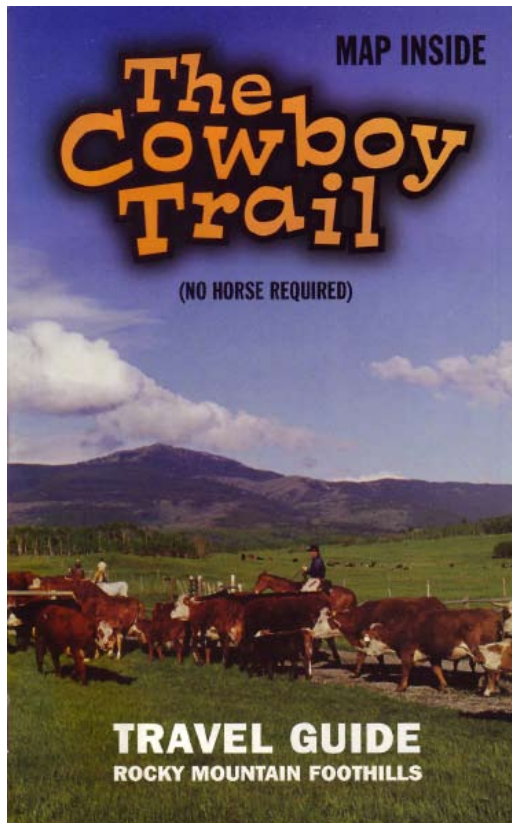
### Suggestion:

The Trail of the Great Bear covers a huge area, and the primary focus is on outdoor recreation, wildlife and scenic vistas. This is an important marketing piece in that it promotes the Rocky Mountains as the premier mountain experience in North America, creating “top of mind awareness” for the Rockies. It should be embraced. But other regional publications will be vital for providing specifics tied to individual destinations or areas.

### Suggestion:

The Cowboy Trail guide focuses on the ranching vacations in the region, and that should be its sole focus. Too often guides try to be all things to all people, when they should cater to the niche - or brand - of the area they are promoting. With this and other guides consider the following:

- Pick your season. If we want to visit the Trail in other seasons what can we expect? Is anything open? Are activities available?
- Pick your passion. Organize the guide by type of activity, not by geographic location. Geography is always second to the activity or experience.
- Change from “advertisers” to “partners” so the publication doesn't seem so advertising intensive.





## MARKETING ASSESSMENT

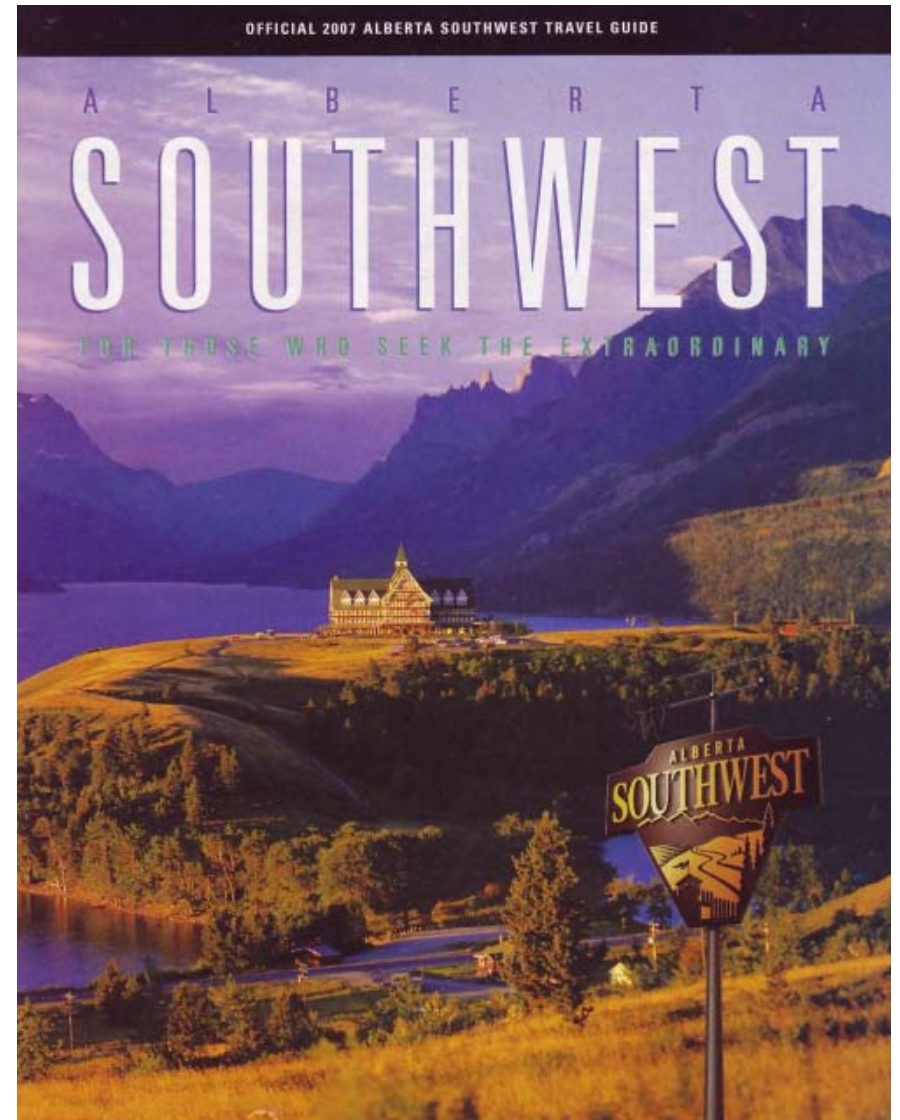
### Suggestion:

The Alberta Southwest is, by far, the class act of all the guides to SW Alberta, and perhaps across the country. It includes:

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

Consider changing the focus of the piece to “Pick your season, then pick your passion.” Once again, always organize the guide by experience rather than location.

Create routes and day trips or itineraries by the type of experience and the type of travel. This publication is close to being the “perfect” travel guide. The region should be very proud of this effort. It does more to close the sale than any other guide our secret shoppers looked at. There is still plenty of room for the smaller guides, which should concentrate on all the details (specific places to go, hidden gems) that this guide can not cover, since the area is so large.



## MARKETING ASSESSMENT

### Suggestion:

- Alberta South or SW Alberta? Can you combine them? This guide (right) is titled Southwest Alberta, but the map shows all of Southern Alberta. Which is it? Is it necessary to have two guides to the same region?
- What is Chinook Country? All the layers and geographic designations make it confusing and hard to plan a trip to the region. Remember that visitors are looking for activities, not places.
- This guide focuses on cities. If a visitor is going to a certain city, this is a great resource but if they are simply looking for things to do and the location is second to that, then this guide falls short.

For all the guides in the region:

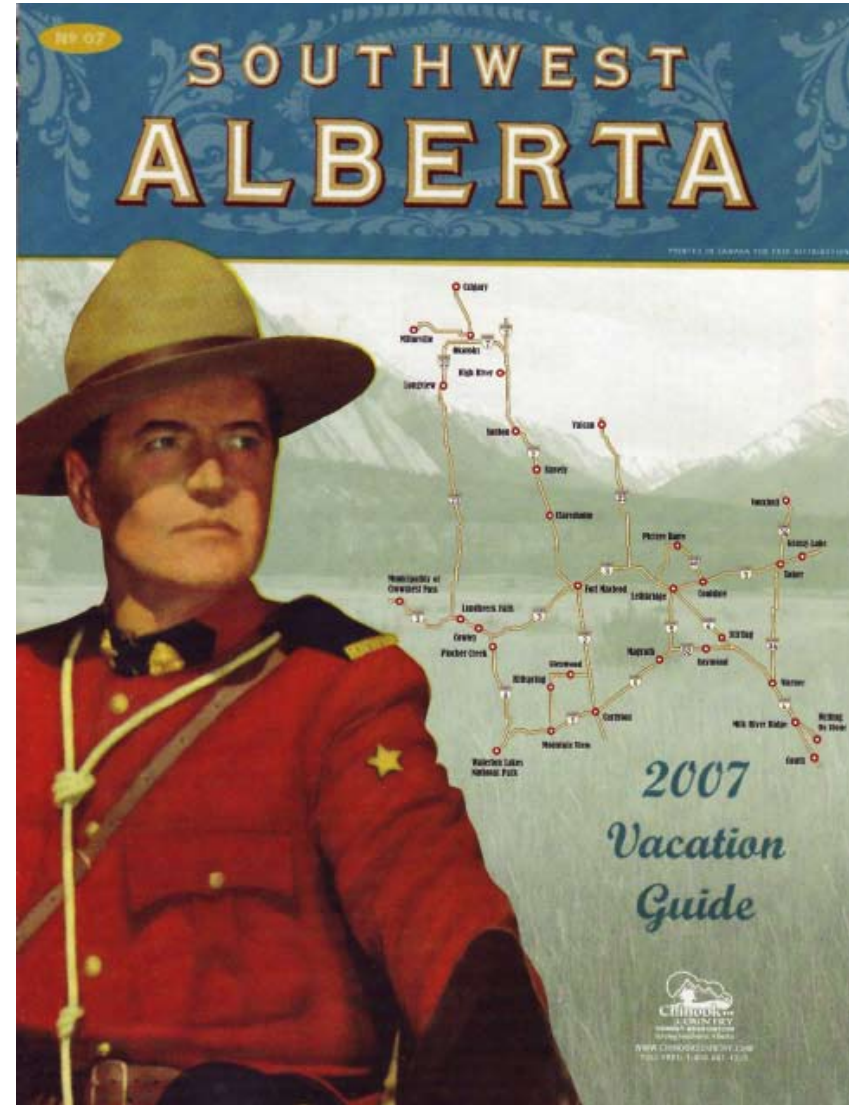
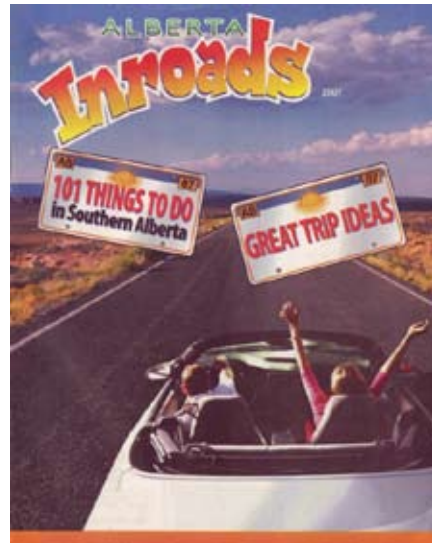
- Sell activities first, then the location
- Guides should concentrate on a specific area of expertise: fishing, ranch vacations, photography and wildlife viewing, dining and shopping, the arts
- Change from advertising to advertorial: partners instead of advertisers.

### Suggestion:

Alberta Inroads is a great idea. It revolves around activities - things to do, not just places to go and see.

- Organize it like you would a tour
- Develop itineraries by the type of activity

This is a great idea, but almost impossible to plan from. Items are scattered throughout the region and its nearly impossible to sort out the various destinations.





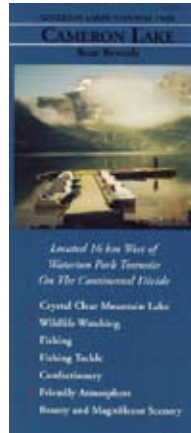
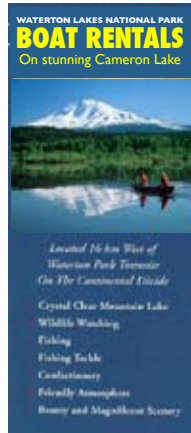
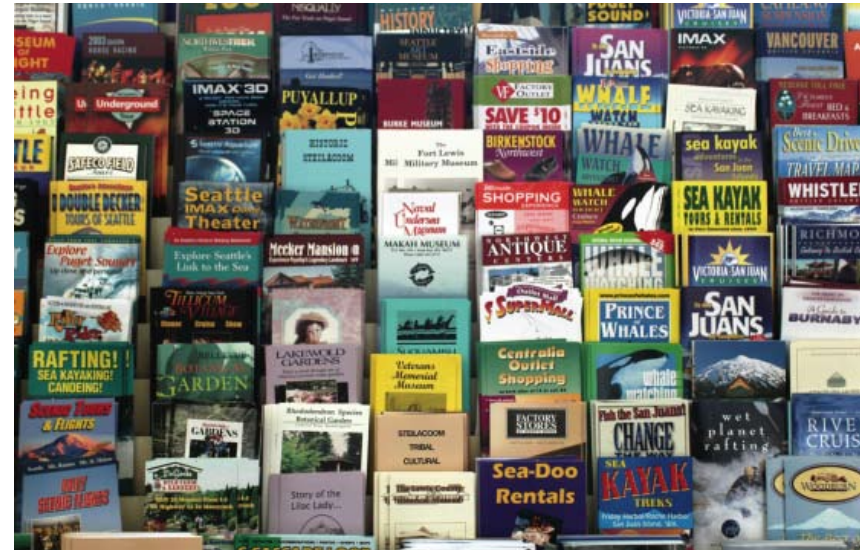
# Don't Let Your Last Opportunity Become a Lost Opportunity (The Rule of Closing the Sale)

**Suggestion:**

The top three inches of your brochure are critical. What brochures stand out the most in this rack? (top right) Yellows really show up, so use yellows on a dark background. We took two brochures (see below) and did a quick five-minute makeovers on each, to show how easy it is to make them readable from a distance and attract attention.

Always sell the experience first. The name of the business should always be second to the experience. People are looking for boats to rent, or for horseback riding. The company is second. Always entice the visitor to rent a boat, and then sell them on why you.

The Sailing Adventure brochure (middle, right) is a brochure for Kootenay Lake in British Columbia. Notice that the whale watching brochures (bottom right) grab attention.



## MARKETING ASSESSMENT

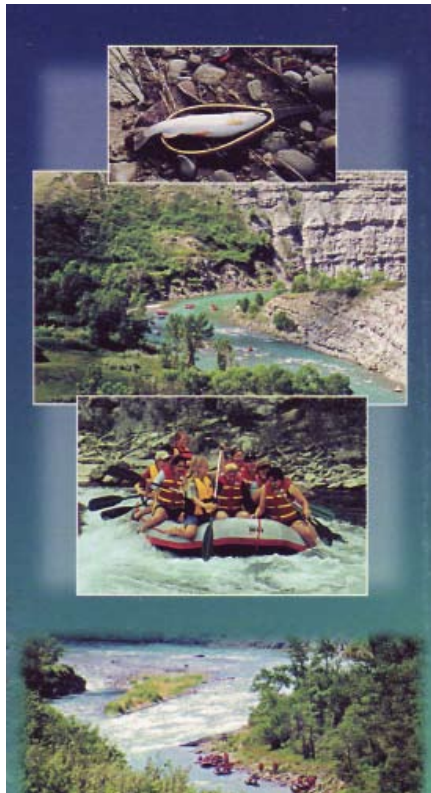
### Suggestion:

The golf course did a good job of promoting golf, then answering the question why this golf course is the best over dozens of others.

Always sell the experience, before the name of the business - "Whitewater Adventures."

The photos are excellent. They do a great job of selling the experience.

Before giving the details, sell the activity. Just a paragraph will do



**2003-2004 season prices**

**St. Mary's River**  
Canoeing and Rafting  
2-3 Hour Coal Canyon Run  
Adults: \$24.00  
Children: \$20.00 (Under age 12)

**4-6 Hour Border Run**  
(includes lunch)  
Adults: \$75.00  
Children: \$70.00 (Under age 12)

**Waterton River**  
Canoeing and Rafting  
1/4 day about 25 km  
(includes lunch)  
Adults: \$95.00  
Children: \$80.00 (Under age 12)

**Lee Creek Campground**  
Full Hookups, Showers  
Restrooms, Group Facilities  
\$15.00 Testing Trailer

**Year Round Activities**  
**Fishing Tours**  
(includes lunch)  
1 person: \$250.00  
2 person: \$200.00 each  
3-4 people: \$175.00 each

**Kimball Cruises**  
ATV Style  
1/2 Hour: \$37.00  
1 Hour: \$47.00  
2 Hours: \$90.00  
Raft and Rumble: \$85.00

**May 1st to November 30th**

We believe in signing washers.

**WATERTON LAKES NATIONAL PARK**

**KIMBALL RIVER SPORTS**

**Whitewater Adventures**  
ESTABLISHED 1998

Guided Rafting, Canoeing, Fishing, Kayak Clinics,  
Horseback Trailrides / Rafting Combos,  
Equipment Rentals and ATV Tours  
Campground Reservations

We specialize in Beginner and Intermediate River Trips Starting at \$24.00 per person.

**Book Today 1-800-936-6474**

Raft and ride Combos with  
**Mountain Meadow Trail Rides**  
raftalberta.ca mountainmeadowtrailrides.com

**GOLF**  
WATERTON LAKES

Box 2000, Waterton, AB-T0K 2M0  
Clubhouse (403) 859-2074  
Pro Shop (403) 859-2114

**Waterton Lakes GOLF COURSE**

**PUBLIC TEE TIMES: Dawn to Dusk, 7 Days a week, May thru Oct.**



## MARKETING ASSESSMENT

### Suggestion:

Consider promoting the experience, not the organization (Waterton Natural History Association, below). The brochure could be titled “Waterton Field Courses” with the history association noted at the bottom of the cover page.

Provide details: Where? How much? Just show up? How long is each? How do we register? Who provides the field courses?

### Note:

The brochure to the far right did a good job with photography and good job selling the experience.

**Waterton Natural History Association**

*Learn While You Play...*

**Waterton Field Courses 2006**

* Mountain birds	June 10
* Mountain Wildflowers	June 17
* Wildflower Photography	June 24
* Prairie Wildflowers	June 24
* Bison Ecology	July 8
* Digital Nature Photography	July 8 / 9
* Alpine Mammals	July 15
* Peace Park Paddle	July 22
* Geology of Waterton	July 22
* 3 North American Bears	July 29 / 30
* Alpine & Wildflower Ecology	Aug. 5
* Digital Nature Photography	Aug. 12 / 13
* Carnivore Biology	Aug. 19
* Waterton's Threatened Conifers	Aug. 26

*... Register Today!*

Waterton Natural History Association  
306 Waterton Ave.,  
Waterton Park, Alberta  
T0K 2M0  
(403) 859-2624 or 859-2267  
www.wnha.ca  
wnha@telusplanet.net

**Ride side by side on well trained horses, exploring 15,000 acres of spectacular scenic area.**

**Ride into the legendary mountain west and experience the connection between horse and rider as it was in the past, and share the legacy of the cowboy as it continues into the future.**

**MOUNTAIN WEST TRAIL RIDE**  
Owned & Operated by Dan & Terri Neils & Family

We accept Cash, Visa, MasterCard, Debit and Travellers Cheques. All riders must sign a release form before ride. Phone to confirm your booking. Large groups can be accommodated. We are licensed, bonded and insured.

## MARKETING ASSESSMENT

### Note:

The photo with the route is very good (below). Excellent job of selling the activity, before providing all the details of times, dates, and prices.

These brochures' headlines also do a good job of promoting the activity - cruising the lake.

### SHORELINE CRUISES

#### FEATURES of the TOURS:

Waterton Lake is a series of **deep scenic bays**, sheer vertical mountains and beautiful wilderness surroundings. It is the deepest lake in the Canadian Rockies. Enjoy the beauty of Nature from large comfortable boats as they quietly ply the water beside majestic cliffs. The boats make **photographic stops** to capture the breath-taking scenery and wildlife – be sure to bring your camera. You will sail close to shore where **wildlife** (bald eagles, bear, bighorn sheep, deer and moose) is often seen, and you can view rugged mountain scenery close up featuring:

- Towering Vertical Cliffs
- Unusual Geological Formations
- The International Border
- Waterfalls
- Mountain Streams
- Snow-clad Peaks

The cruise on the lake is accompanied by an informative, **entertaining commentary** – developed over the past 50 years and presented by experienced Interpretive Tour Guides.

Stop-overs of approximately ½-hour are made at Goat Haunt, the northern gateway to Glacier National Park, Montana, U.S.A. Debar at this beautiful, sheltered, uncommercialized area for a short visit to visitor centers with exhibits on park history and animal life. U.S. Immigration allows Canadian and U.S. citizens (with proper ID) to remain at Goat Haunt to hike. The most popular hike

at Goat Haunt is Kootenai Lakes. Kootenai Lakes is only 4 km from Goat Haunt and is considered one of the best moose habitat areas in the Park.

The Shoreline Cruise vessels feature indoor and outdoor seating, twin diesel power for safety and are Coast Guard Certified each year. Our flag ship is the 200 passenger Historic "International," which has been in service since 1927. Step aboard this classic vessel and cruise back into the history of the park.

#### 2006 Schedule

#### TOUR BOAT DEPARTURES - FROM WATERTON MARINA, CANADA

May 6 - June 2	A.M. 10:00	P.M. 2:30
June 3 - June 30	A.M. 10:00	P.M. 1:00 4:00
July 1 - August 31	A.M. 10:00	P.M. 1:00 4:00 7:00*
Sept. 1 - Sept. 24	A.M. 10:00	P.M. 1:00 4:00
Sept. 25 - Oct. 7	A.M. 10:00	P.M. 2:30

\* 10 min. stop only; no hikers dropped off; pick-ups only (Early May - June 2 and Sept. 25 - Oct. 7 are non landing.)

#### RETURN DEPARTURES FROM GOAT HAUNT, USA

June 3 - June 30	A.M. 11:25	P.M. 2:25 5:25
July 1 - August 31	A.M. 11:25	P.M. 2:25 5:25 8:05
Sept. 1 - Sept. 24	A.M. 11:25	P.M. 2:25 5:25

- Cruising time approximately 2 hours. A minimum of eight (8) adult passengers required.
- Additional Cruises: Charters, Private Groups, Weddings and Receptions.



Services are provided under contract with Parks Canada and U.S. National Park Service, which approves rates.

# Cruise

## SPECTACULAR KOOTENAY LAKE

### KASLO SHIPYARD COMPANY LTD.

Over 25 Years of Superb Houseboat Holidays

*Take home a memory*

CRUISE BEAUTIFUL

## WATERTON LAKE

(CANADA)

### TO GOAT HAUNT

MONTANA

(U.S.A.)

- ⚓ View Spectacular Mountain Scenery
- ⚓ Cross the International Border
- ⚓ Entertaining Interpretive Commentary
- ⚓ Photography/Wildlife

*Jewel of the Rockies*



## MARKETING ASSESSMENT

### Suggestion:

The Waterton Visitors Guide could be improved by doing some simple things:

- The first two sentences must be specific and must pull the reader in. Make sure they are not generic and could fit any community in any province. Pull the visitor in.
- Waterton is about the mountains, not the prairie.
- Jump to experiences, not designations, rules, etc.

This guide, and others, should mirror the SW Alberta guide in terms of overall look and appeal, color schemes, and typography.

While this guide is handy, it does little to close the sale to those considering a visit to the area.



MARKETING ASSESSMENT

**starved** **OUTDOOR** activities guide

YOUR GUIDE TO NATURE'S SPLENDOR  
OUTDOOR ADVENTURES  
HOMETOWN COOKIN'  
FAMILY FUN  
HISTORIC TREASURES  
RAVE FINDS

www.enjoylakesaltee.com

**TWO SISTERS CANDY & GIFTS**

1401 Lakeshore Street  
Spokane, WA 99201  
9075-627-4633

Two Sisters Candy & Gifts is a family-owned business that specializes in custom-made candies, chocolates, and gifts. Their products are made with high-quality ingredients and are perfect for any occasion.

10/13/06

**THE POPCORN WAGON GOURMET POPCORN**

1000 Broadway, Prince Rupert  
1000 Broadway  
1000 Broadway

The popcorn wagon is a unique and delicious treat. It is made with fresh popcorn and gourmet seasonings. The wagon is a fun and interactive way to enjoy popcorn.

10/13/06

**UPTOWN GRILL CONTEMPORARY CUISINE**

304 East 10th Street  
Spokane, WA 99201  
509-424-4345

Uptown Grill is a contemporary restaurant that serves delicious and innovative cuisine. The restaurant has a modern and stylish interior.

10/13/06

**HEGELER CARUS MANSION TOURS**

1000 Broadway, Spokane  
1000 Broadway  
509-324-9802

Hegeler Carus Mansion Tours offer a unique and historic experience. The mansion is a beautiful and well-preserved building that has been open to the public since 1907.

10/13/06

**JEREMIAH JOE SPECIALTY COFFEE**

1000 Broadway, Spokane  
1000 Broadway  
509-324-9802

Jeremiah Joe Specialty Coffee is a local coffee roaster that produces high-quality coffee beans. The coffee is roasted in small batches and is available in a variety of flavors.

10/13/06

**SKYDIVE CHICAGO SKYDIVING**

1000 Broadway, Spokane  
1000 Broadway  
509-324-9802

Skydive Chicago Skydiving offers a thrilling and unforgettable experience. The skydiving is done from a high altitude and is a great way to enjoy the outdoors.

10/13/06

• Promote specific businesses: Create an Activities Guide that highlights specific shops, attractions, restaurants that are unique. This one, produced by the Ottawa, Illinois Visitor Center, is proving very successful.

**RIVER ADVENTURES, INC. CANOE & BIKE RENTALS**

1000 Broadway, Spokane  
1000 Broadway  
509-324-9802

River Adventures, Inc. offers a variety of canoe and bike rentals. The rentals are perfect for a day of outdoor fun and adventure.

10/13/06

**JJ'S PUB BAR & GRILL**

1000 Broadway, Spokane  
1000 Broadway  
509-324-9802

JJ's Pub Bar & Grill is a popular destination for a drink and a bite. The pub has a relaxed and friendly atmosphere.

10/13/06

**DEJA VU HOME & GARDEN BOUTIQUE**

1000 Broadway, Spokane  
1000 Broadway  
509-324-9802

Deja Vu Home & Garden Boutique is a store that carries a wide variety of home and garden items. The items are unique and of high quality.

10/13/06

**OTTAWA RIVERBOAT CO. RIVER CRUISES**

1000 Broadway, Spokane  
1000 Broadway  
509-324-9802

Ottawa Riverboat Co. offers scenic river cruises. The cruises are a great way to enjoy the beauty of the river and the surrounding area.

10/13/06

**WEBER HOUSE & GARDEN COTTAGE TOURS**

1000 Broadway, Spokane  
1000 Broadway  
509-324-9802

Weber House & Garden Cottage Tours offer a unique and historic experience. The house is a beautiful and well-preserved building that has been open to the public since 1907.

10/13/06

**CAJUN CONNECTION TASTE OF LOUISIANA**

1000 Broadway, Spokane  
1000 Broadway  
509-324-9802

Cajun Connection Taste of Louisiana is a restaurant that serves authentic Cajun and Louisiana cuisine. The restaurant has a lively and festive atmosphere.

10/13/06

**STARVED ROCK LODGE & CONFERENCE CENTER**

1000 Broadway, Spokane  
1000 Broadway  
509-324-9802

Starved Rock Lodge & Conference Center is a beautiful and historic building. The lodge is a great place to stay and enjoy the outdoors.

10/13/06

**AUGUST HILL WINERY**

1000 Broadway, Spokane  
1000 Broadway  
509-324-9802

August Hill Winery is a winery that produces high-quality wine. The winery is a beautiful and scenic location.

10/13/06

**OTAWA VISITOR CENTER**

1000 Broadway, Spokane  
1000 Broadway  
509-324-9802

Ottawa Visitor Center is a great place to learn more about the city and the surrounding area. The center has a variety of exhibits and information.

10/13/06

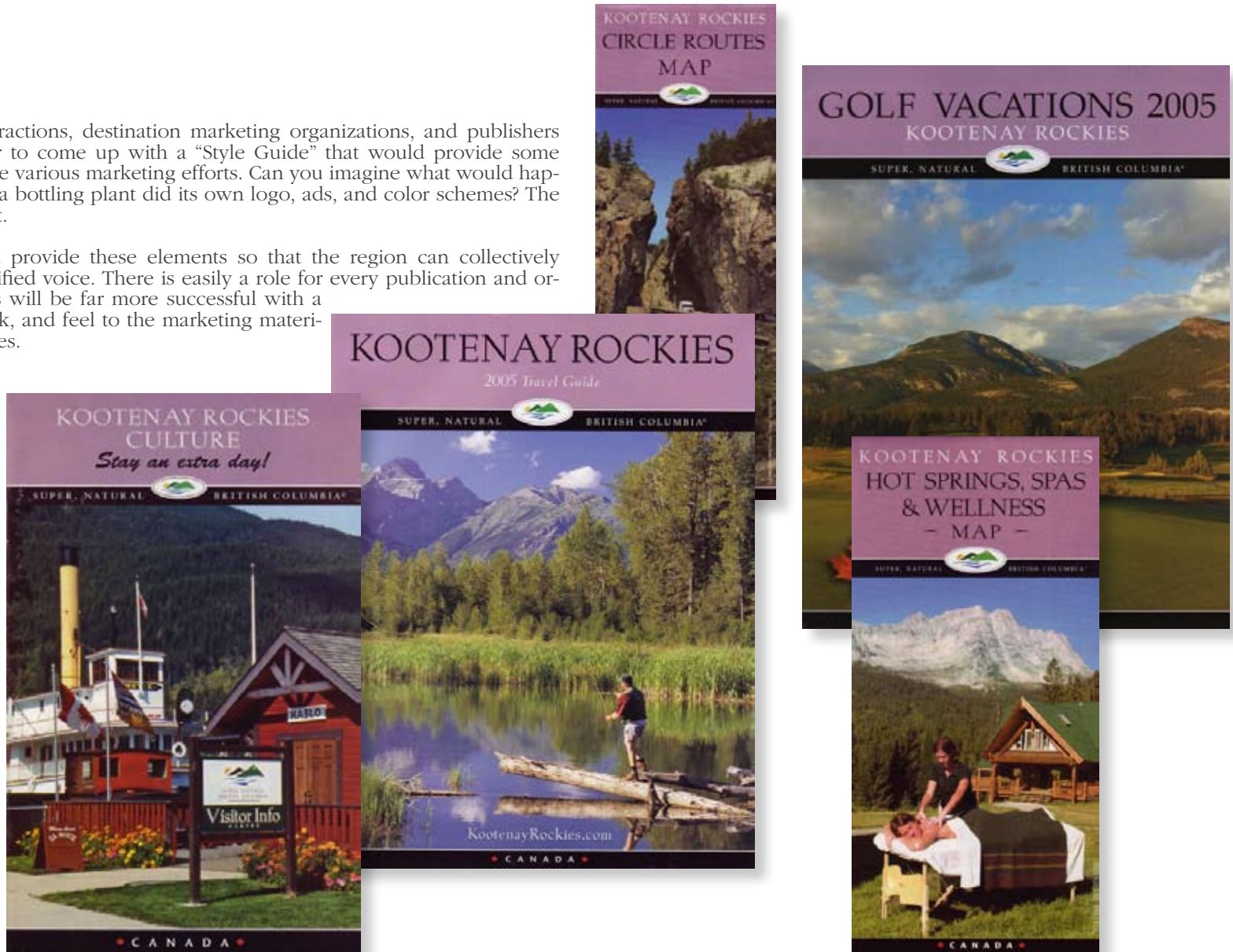


## MARKETING ASSESSMENT

### Suggestion:

The communities, attractions, destination marketing organizations, and publishers should work together to come up with a “Style Guide” that would provide some continuity between the various marketing efforts. Can you imagine what would happen if every Coca-Cola bottling plant did its own logo, ads, and color schemes? The brand would not exist.

A Style Guide would provide these elements so that the region can collectively market as a single unified voice. There is easily a role for every publication and organization and efforts will be far more successful with a unified approach, look, and feel to the marketing materials - including Websites.



## Bragging is More Effective When Someone Else Does it for You (Make PR Your Primary Marketing Tool)

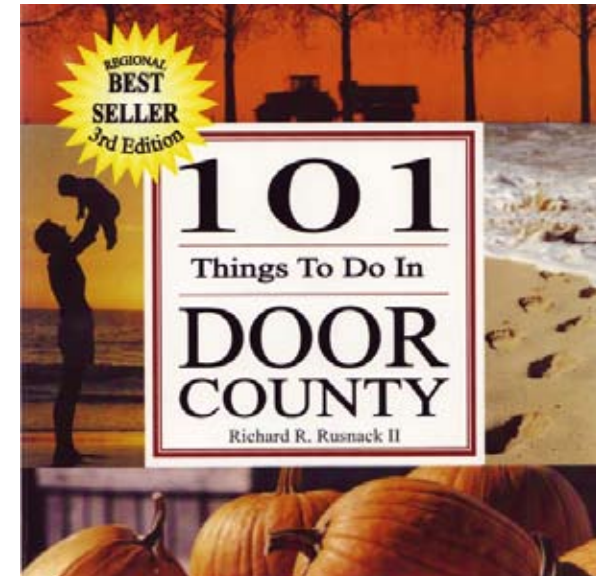
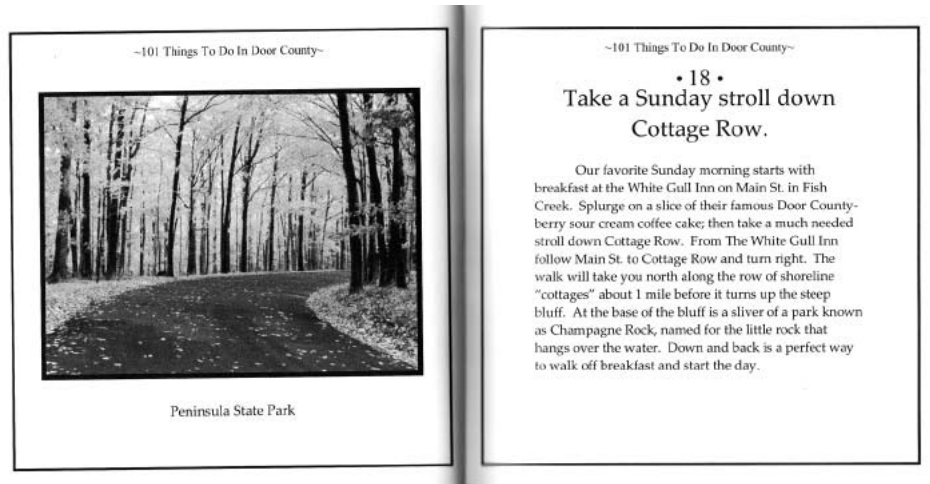
### Suggestion:

Bragging is more effective, when someone else does it for you. You build your brand through public relations, and use advertising to maintain your position.

- Articles are read three times more than ads
- Publicity gives you more credibility than ads
- You should see \$3 in “earned media” for every \$1 you spend on a PR effort

### Suggestion:

Work with regional tourism folks on creating a book, “Hidden Gems of Southern Canadian Rockies,” like an individual did for the famed Door County in upper Wisconsin. Visitors will stay longer and come back again and again. Visitors love finding hidden gems, which are provided by locals and not travel writers.





## MARKETING ASSESSMENT

### Suggestion:

Build loyalty with your customers. A small boutique hotel in Central Oregon (Bend) provides the weather forecast and suggests ideas of things to do that day. This type of effort creates loyalty and increases spending. This is a very simple idea that will create repeat visits and extended stays.

**Pine Ridge Inn**

# Good Morning

## October 18, 2004

Volume 1, Issue 16

### Central Oregon Weather Forecast

<b>Today</b> Showers High—55 Low—35	<b>Tuesday</b> Showers High—52 Low—33	<b>Wednesday</b> Few Showers High—55 Low—32
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**What to do today...**

- 10th Annual Bend's Big Fat Tire Tour—Oct 15-17  
Attracts avid mountain bikers from all over the Northwest. For start times, info details and how to register, call 541-385-7002
- \*Golf for Women Magazine Runkle Meadows @ Survivor River #12 Among 50 Best Courses for Women in July/August 2004 issue.
- \*Heroes of the High Desert May 15-Oct 31 The Deschutes County Historical Society opens their new exhibit of local artifacts from the Spanish American, WWI, WWII, Korea, Vietnam and Iraq Wars. Tues-Sat. 10am-4:30pm 389-1813
- \*It is always a good time for a hike. There are some beautiful waterfalls and some great trails around Bend. Please ask the front desk.
- \*Wanderlust Tours—Guided Cook, Vintage and Hiking Tours For info call 389-8159
- Central Oregon Pumpkin Company Oct1—Oct31 Offering Fall fun for everyone, featuring a Pumpkin Patch, Petting Zoo, Train Rides, Pony Rides, Harvest Market, AG Exhibit, Big Daddy BBQ, coffee, and the Original Core-Mass. For more info, please inquire at the front desk.

**Pine Ridge Inn**

# Good Morning

## July 30, 2005

HAVE A WONDERFUL DAY IN CENTRAL OREGON

### Central Oregon Weather Forecast

<b>Today</b> Sunny and warm High-91 Low-50	<b>Sunday</b> Sunny and warm High-92 Low-54	<b>Monday</b> Sunny and warm High-84 Low-44
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**What to do today...**

- SHOP or eat out...Enjoy the shops and restaurants that Downtown Bend has to offer!!
- Visit the Shops in Bend's Old Mill District and catch a movie at the Old Mill 10 theater complex, or check out the Working Wonders Children's Museum, open 10 am to 5 pm Thursday thru Sunday For more info call 389-4500
- Visit the High Desert Museum just south of Bend on Hwy 97... Open 9 am to 5 pm everyday For more info call 382-4754

**Mt. Bachelor**  
Thanks for a great season.

## MARKETING ASSESSMENT

If you'd really  
like to know.....  
"these are a few of my favorite things"

item#	description

*the Jewel* ring size \_\_\_\_\_  
(541) 549-9388  
P.O. Box 847 • Hwy 20 & Ash • Sisters, Ore 97759



### Suggestion:

The Jewel, a shop in Sisters, Oregon, knows how to help customers spend money in their store even long after they have gone home. While in the shop, they offer cards where customers can write down the pieces they would love to have. The customer then gives the card to a spouse or friend with their ideas for birthday, Christmas, or Valentines Day gifts. All the information is on the card for the gift-giver to simply call the store and order exactly what they want.

In this particular case, the merchant told us that nearly 70 percent of their sales come after the customer leaves. Since most of the visitors are there in the summer months, they are not thinking about the holidays. This card is a nice teaser when it comes time to purchase gifts. The card costs less than two cents to print. Hint, hint.

Additionally, this merchant gets customers for life. Not just "lookie-lews."



## MARKETING ASSESSMENT

### Suggestion:

Develop an e-marketing program. This will create top of mind awareness.

### Suggestion:

Purchase key words (pay per click.) Find strong keywords.

The screenshot shows the WorldWeb.com website for "Alberta's Rocky Mountains". The page features a navigation menu with categories like Lodging, Activities, Transport, Events, Dining, Shopping, Rentals, and Sights. Below the navigation, there's a search bar and a "HOTEL SEARCH" button. The main content area displays a list of hotels with details such as "Hotel location", "Hotel Name (optional)", and "Check In" dates. The page is titled "Alberta's Rocky Mountains" and is described as a "WorldWeb.com travel guide & vacation planner for Alberta's Rockies, Alberta."

The screenshot shows Google search results for the query "banff national park". The search results list several relevant websites, including the official Banff National Park website, Parks Canada, and various travel guides and directories. The top result is "Parks Canada - Banff National Park of Canada - Home page", which is the official website of Banff National Park. Other results include "Banff vacation travel guide - banff national park hotels...", "Banff - Discover Banff National Park in Alberta, Canada", "Banff National Park - Wikipedia, the free encyclopedia", "Official Site of Banff Lake Louise Tourism", "Banff National Park - Banff, Alberta, Canada", and "Banff National Park - Birding".

The screenshot shows Google search results for the query "rocky mountains travel". The search results list several relevant websites, including WorldWeb.com, Rocky Mountain Vacation Guides, Rocky Mountain Vacations, Rocky Mountain Tours, Rocky Mountain Vacations, Rocky Mountain Travel Guide, Rocky Mountain National Park, and Rocky Mountain National Park. The top result is "Alberta's Rocky Mountains: WorldWeb.com Travel Guide for the ...", which is the same page shown in the previous screenshot. Other results include "Rocky Mountain Vacation Guides Adventure Travel Directory", "Rocky Mountain Vacations", "Rocky Mountain Tours", "Rocky Mountain Vacations", "Rocky Mountain Travel Guide", "Rocky Mountain National Park", and "Rocky Mountain National Park".

## MARKETING ASSESSMENT

### Suggestion:

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

A screenshot of a Google search for "things to do alberta". The search results show several links related to Alberta attractions and travel guides. The top result is from TripAdvisor, followed by Yahoo! Travel, Travel Alberta Live, and VirtualTourist.com. The search results are dated from June 2007.

A screenshot of a Google search for "alberta historical sites". The search results show several links related to Alberta's history and heritage. The top result is from Tourism, Parks, Recreation, followed by Alberta Community Development, and the Government of Alberta. The search results are dated from June 2007.

A screenshot of a Google search for "alberta musical theatre". The search results show several links related to Alberta's musical theatre scene. The top result is from the Alberta Folklore Society, followed by Alberta Tracks, Alberta Music Festival Association, and Alberta Living. The search results are dated from June 2007.





Your Town, Online

### Suggestion:

When you are on the first page, there is no need to buy the key word.

Web Images Video News Maps Email more

Google   [Advanced Search](#)

Web Images Results 1 - 10 of about 1,970,000 for rocky mountains (0.13 seconds)

**Rocky mountains**  
www.Canada.travel Plan your outdoor adventures at Canada's official tourism site. Sponsored Link

**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 ...  
en.wikipedia.org/wiki/Rocky\_Mountains - 9% - Cached - Similar pages

**Rocky Mountain National Park - Rocky Mountain National Park (U.S.)**  
This 147g showcase of the grandeur of the Rocky Mountains, with elevations ranging from 8000 feet in the west, grassy valleys to 14269 feet at the ...  
www.nps.gov/romo - 37% - 16 Jun 2007 - Cached - Similar pages

**Rocky Mountains**  
The Rocky Mountains, the great bastions of North America, extend 5000 kilometres from New Mexico to Canada. The elevations range from about 1600 meters ...  
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Everything you wanted to know about Rocky Mountain National Park.  
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Discover Alberta's Rocky Mountains with WorldWeb.com's travel guide and vacation planner for Alberta's Rockies, Canada.  
www.discovertherockies.com/ - 67% - 16 Jun 2007 - Cached - Similar pages

**Trailmasters Mountain Bike Guides Ltd.**  
Bentley, Alberta and the Canadian Rocky Mountains travel guide ... The Rocky Mountains of Canada are a vast land filled with inspiring scenery, wildlife ...  
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**Rocky Mountain National Park**  
Trip reports and photos. General information about the park. (Rocky Mountain National Park,

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**Home - Grande Prairie Live Theatre**  
Email: liveoffice@gp.livetheatre.ca Address: 10130 - 88 Avenue Grande Prairie, Alberta Canada T8V 0P5 ... Welcome to the Grande Prairie Live Theatre Web Site! ...  
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**Rosebud Theatre - Rosebud, Alberta CANADA**  
Rosebud Theatre is Alberta's only rural professional theatre. Inaugural offerings are packed ... This is what will always make live theatre something more ...  
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**theatrecanada.com - a unified voice for Canadian live theatre**  
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**Live Theatre Directory**  
The theatre can be found by University of Alberta and non-academy ... Theatre Network - Live at the Roly 12708 - 424 St. Edmonton, AB, T6V 0H1 463 2442 ...  
www.cansojan.com/actnetwork/letheatre.html#liveattheatre.htm - 2% - Cached - Similar pages

**The Empress Theatre - Home**  
Since 1912, the Empress has been serving up an eclectic mix of movies, concerts, and live theatre to audiences from all over Southern Alberta ...  
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**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 ...  
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Edmonton's premier venue for live theatre. The Citadel Theatre is located in the heart of downtown Edmonton in the Arts District and has a long live performing ...  
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**Waterton Lakes National Park Information Guide, Alberta, Canada**  
Start planning your Alberta Vacation Here! The leading travel directory for Waterton Glacier International Peace Park, and Southern Alberta, Canada.  
www.watertoninfo.ab.ca/ - 2% - Cached - Similar pages

**Photo Gallery of Waterton Lakes** ...  
www.watertoninfo.ab.ca/gallery.html  
**Auto Map, Waterton Park** www.watertoninfo.ab.ca/zoomap.html  
Printout of Auto Map ... www.watertoninfo.ab.ca/map.html  
Map ... www.watertoninfo.ab.ca/automap.html  
**More nearby from www.watertoninfo.ab.ca**

**Photo Gallery of Waterton Lakes National Park, Alberta, Canada**  
Activity information arranged as a fractional photo gallery accessed by Waterton Park Information Services.  
www.watertoninfo.ab.ca/gallery.html - 19% - Cached - Similar pages

**Travel Guide for Waterton Lakes Park, Alberta, Canada**  
Waterton Lakes National Park's majestic mountain scenery, famed lake fishing, forests and fauna are part of why this is a world heritage travel destination.  
www.watertonpark.com - 2% - Cached - Similar pages

**Waterton, Alberta: Discover Waterton Lakes National Park, Canada**  
A Waterton Lakes National Park guide directory of tourism and travel information, interactive maps, accommodations, weather, attractions and dining.  
www.discoverwaterton.com/ - 61% - 12 Jun 2007 - Cached - Similar pages

**Waterton Hotel Directory: Hotel & Motel listings for Waterton, Alberta**  
Waterton hotel directory. Find a complete list of properties with descriptions, rates and more for hotels in Waterton, Alberta.  
www.discoverwaterton.com/WatertonStayHotels/Motels/ - 7% - 12 Jun 2007 - Cached - Similar pages

**Parks Canada - Waterton Lakes National Park of Canada**  
The home page of the official web site of Waterton Lakes National Park of Canada and the Canadian portion of the Waterton-Glacier International Peace Park.  
www.pc.gc.ca/en/nature/waterton/index\_E.asp - 2% - Cached - Similar pages

**Waterton Park Chamber of Commerce and Visitors Association**



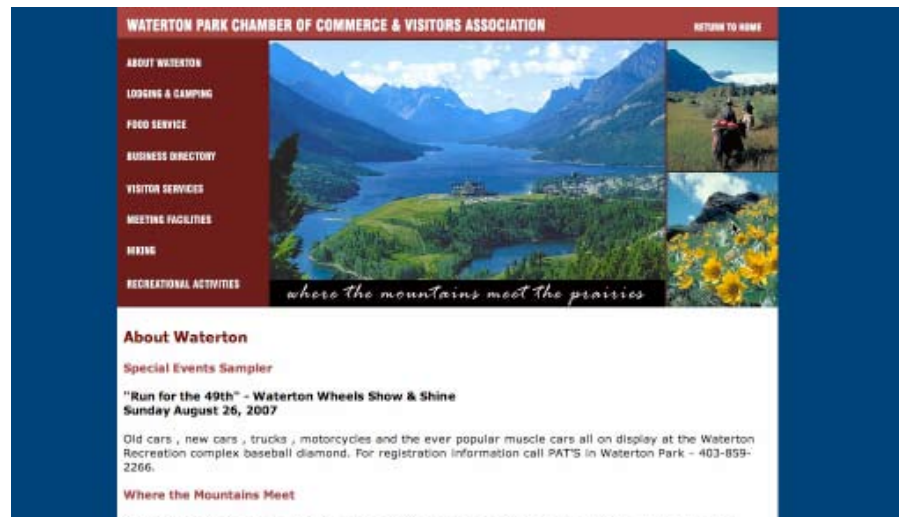
## Your Town, Online

### Suggestion:

Why should travelers choose Waterton? In your promotional pieces, start with “Pick your season,” then move on to “Pick your passion.” Focus on things to do.

“Food service” should be promoted as “dining.”

Change the slogan to a quote. “One of the most beautiful spots on earth.” Go the next level - become the world-class destination that you are. Raise the bar.







### Forward

This section of the plan is for all those charged with promoting the new brand to increase tourism spending, revitalize downtowns, or for economic development reasons.

When local earnings are spent outside the community, this is leakage. But when outside dollars come back into the community, that's economic development. A successful community imports more cash than it exports. As communities are forced to operate like businesses, they are finding that sales and promotion are critical aspects of a community's life.

Whether you are a Chamber of Commerce, an economic development office or destination marketing organization, downtown revitalization (Main Street) manager, or city/county staff charged with marketing your community, you already know how important a role the internet plays in marketing and branding your community.

While there are dozens, if not hundreds, of books on the subject, this book cuts to the chase and outlines what you can do to develop a Website that's good enough to close the sale. You'll see dozens of examples, and key things to keep in mind as you develop a stronger, more effective Website.

### Introduction

"The new phone book's here! The new phone book's here!" yelled Navin Johnson, as he danced around the gas station grounds.

"Well, I wish I could get so excited about nothing," replied his boss Harry, the gas station owner.

Nothing? Are you kidding?!" Navin shouted back. "Page 73, Johnson, Navin R! I'm somebody now! Millions of people look at this book every day! This is the kind of spontaneous publicity, your name in print, that makes people! I'm impressed! Things are going to start happening to me now!"

Navin, played by Steve Martin in the comedy *The Jerk* (1979), was finally somebody. His name was in print. He was listed in the phone book with hundreds of thousands of other somebodies. What are the chances that his name was spotted by the millions of people who use the phone book? Well, slim, but at least he was somebody.

• How would this scene apply to the Internet? Consider the following:

- A new Website goes on line an average of every three seconds. In fact, more than 64 million domain names have been registered in the U.S. alone – so far. Can you imagine a phone book with 64 million names listed in the white pages?
- The Internet is fourth to only electricity, the automobile, and television in its influence among daily American life. Not bad for a technology few even knew existed less than 20 years ago.
- Eighty-eight percent of all Americans say that the Internet plays a major role in their lives, surpassing television for the first time.
- Seventy-five percent of all Americans use the Internet regularly, and sixty-eight percent have immediate access to the web either at home or work.
- New Internet users are growing at the alarming rate of nearly ten percent – per month!

- Ninety-five percent of U.S. car buyers do research on-line.
- Ninety-four percent of all Internet users plan their travel using the web.

Website use for travel planning has grown quickly and varies little by age and income or gender. Surprisingly, older Americans are using the Web for travel planning as often as younger Americans. This means that the highest potential travelers (those older, retired consumers with the greatest disposable income) can be effectively reached via the Internet. According to one study by Stanford University, Internet users spend five percent of their online time researching travel sites.



So, how excited were you when your Website went live? And now that you have a Website, have you ever considered why you have it? What is your Website's purpose?

Many communities will state that the Website is simply an information source for local residents, businesses, and community leaders. But the real power of the Internet lies in its power to promote.

It's rare to find a community that isn't looking for some form of economic growth: residential, business, industry, or tourism. The Internet is the most powerful and cost effective way to market your community.

There are two major challenges with a Website: Is it good enough to close the sale? And can your customer even find it?

Consider this. If Navin Johnson had a book listing the 64 million registered domain names instead of phone numbers, his name would be listed on page number 12,066 of the 313,725 page book. With 28,000 new Websites coming on line every day, the phone book would grow by 4,235 pages per month!

## Part I. Make your town shine – effective web-site design for destinations

### 1 TOURISM IS YOUR FRONT DOOR

Tourism is the fastest growing industry in all fifty states, and nothing promotes a community like tourism. Because visitors see the quality of life – culture, history, activities, attractions, ameni-

ties, etc. – tourism is a primary attraction for non-tourism economic development efforts. Business people who decide to relocate have always visited the new community first – as tourists.

Your Website should promote the community's quality of life, and the best way to show that is by using great photography. Show off what your community has to offer visitors, residents, and businesses. Showing your community's assets doesn't just attract tourists. It also builds community pride, fosters a sense of cooperative spirit, and promotes economic development.

### 2 PULL YOUR CUSTOMERS INTO THE SITE

Your home page should be like your front door: attractive, clean, and inviting. To sell your community, use knock-out pictures and introductory text. Just like a novel or magazine article, the first line or paragraph must be powerful enough to grab the reader's attention. And too much clutter distracts your visitor. Too many links and topics are confusing. Make it clean, easy to understand, and a pleasure to view.

Think of the splash page or home page as the front door to your community. Santa Barbara, California's Conference and Visitors Bureau's home/splash page, [www.santabarbaraca.com](http://www.santabarbaraca.com), is a beautiful example.

The stunning slide show illustrates the beauty and activities in the area. Site visitors are mesmerized and watch the entire introduction, which only takes a few seconds.

Sonoma County, California, has also done a good job with a splash page slide show at [www.sonomacounty.com](http://www.sonomacounty.com). The photos not only show the beauty of the county's vineyards, ocean, and rivers, they show people actively enjoying themselves. Your home page needs to portray your town in the best possible light, making visitors want to continue looking through the Website, and making people want to visit.

