



Destination
Development, Inc.

**A look at Waterton
through the eyes of a
visitor**

June 2007



Assessment Findings & Suggestions



Tourism is an economic development activity

The object is to have people come, spend money,
then go home

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?

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%

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

TRAVEL & BABY BOOMERS

- Travel a necessity, not a luxury.

- Group travel seen as herding.

- They are savvy and expect the best.

- They are spending at the top of the market. The top 15% of hotels in quality command 75% of the business.

- Shopping & dining the number one activity and the reason they come back - in the shoulder seasons.





OREGON'S CULINARY ESCAPES



Don't forget **CULINARY ADVENTURE** *Marie Herr*

Have you ever purchased fresh local items 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 witnessed local food traditions— even if it meant leaving the road for the extra? If so, chances are, you're a culinary tourist.



Customers visited with:

74 from: Calgary, Manitoba, BC, Washington, Illinois, Arizona, Florida, Colorado, Montana, California, France, Germany, Austria, etc.

Reason for Waterton: Glacier National Park. Many on the way to Banff. For Calgary residents: not overcrowded like Banff. Banff under construction this season.

Best things: Quiet, serene, stunning beauty, real hiking.

Worst things: Lodging prices, food quality, lack of consistent hours, no night life.

Will you come back? Probably not (out of province).
Alberta residents: We come here every year. Yes.

THINGS TO THINK ABOUT:

- Waterton lodging far too high for the product. People expect something great for \$200 a night.

- The exchange rate is even. Lower your prices to attract more U.S. and Canadian visitors.

- Or invest in your properties so they can become one of the REASONS to visit Waterton.

- Restaurants need major improvements in terms of ambiance, food quality. Culinary tourism is important.

- You **MUST** deliver on the promise of being a “world class destination” if you hope to lengthen your season.



Don't forget the echo-boomers

- Born between 1977 and 1985: 80 million
- Very driven and goal oriented
- Love swank, condos, urban lifestyle, nightlife, gathering places. They are driving Las Vegas and other chic getaways.



EXPERIENCES EMBRACED BY ECHO BOOMERS

- Concerts, music & entertainment

- Extreme adventure: Fear Factor, rock climbing, etc.

- Open air markets w/entertainment, music, art

- Ethnic events: Middle Earth, SCA - activity based, participatory

- Coke Zero instead of Diet Coke

First Impressions Really Are Lasting Impressions

The rule of perceived value

Would you eat here ?



Invest in Beautification

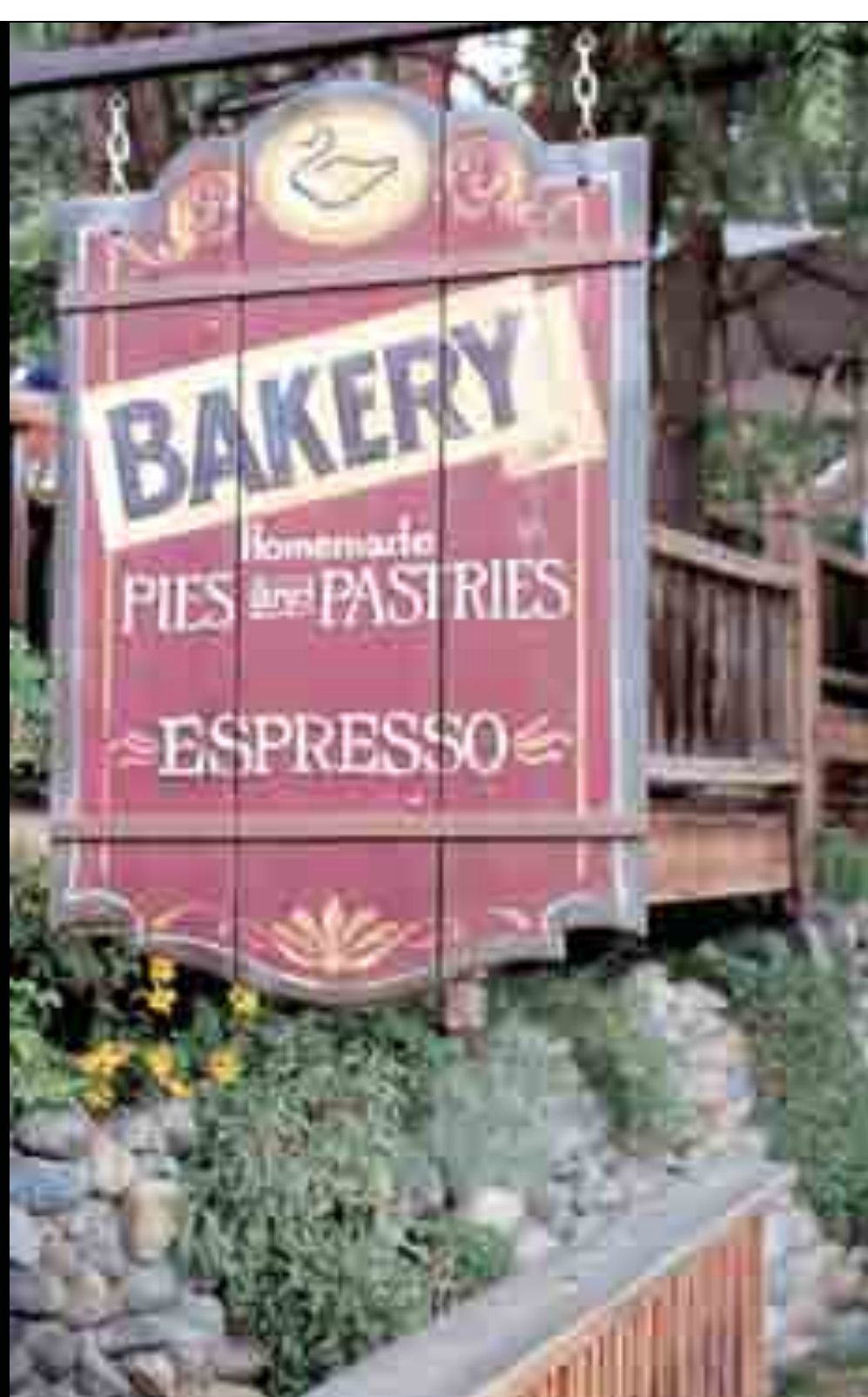
Nothing sells like beautiful places



Whistler, BC

Would you eat here?





Would you eat here?

How about here?



Would you eat here?





WHAT TO DO

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



Neenah, WI



Neenah, WI









Suggestion: Hanging baskets, planters, benches. Soften the transition of building to concrete.



Suggestion: Create a “weed abatement” program. Add planters. Sweep up the trash every day. Could this be a volunteer program?







Suggestion: Consider putting plants in the planters. It would pull people to the shop.



A great shop. Suggestion: Consider lawn or native landscaping as opposed to shale. Fit into the stunning landscape.



Suggestion: Benches should be up against buildings, not right in front of cars.







Cakes

SANDWICHES

EVENTS

WEDDINGS

POINT:

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

Suggestion: Extend window displays outside, but don't become a second-class garage sale town.



Blaine, WA





Well done here.



Suggestion: Add planters, a trellis, give the building some color - make it appealing!





Create gathering places

The “place to hang out” rule







Kalamazoo, MI



Kalamazoo, MI



Kalamazoo, MI



Kalamazoo, MI

Suggestion: A plaza area would attract clubs and organizations and would extend your seasons.





Santa Barbara, CA



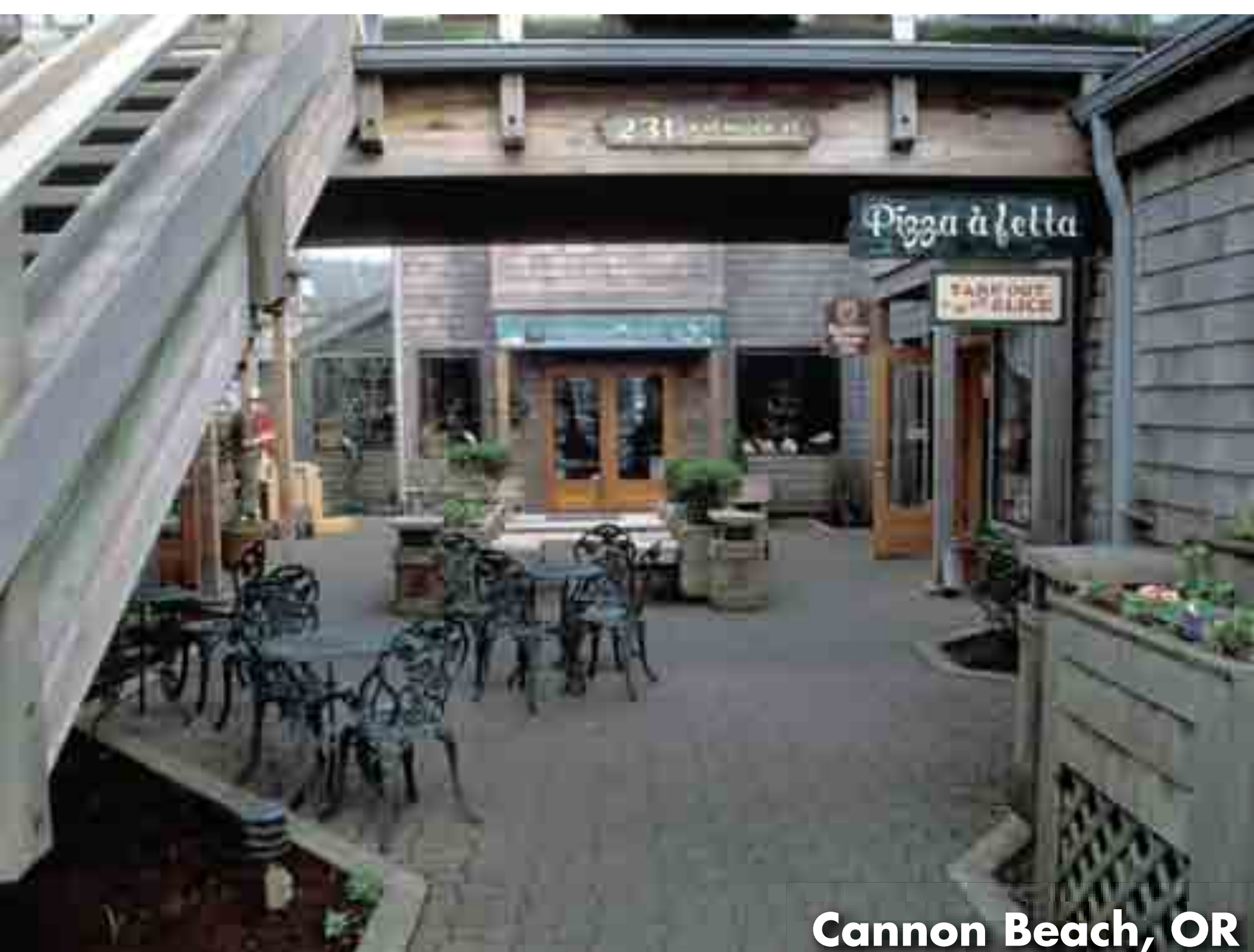
Nelson, BC



Nelson, BC



Nelson, BC



Cannon Beach, OR



What a great - and missed - opportunity.



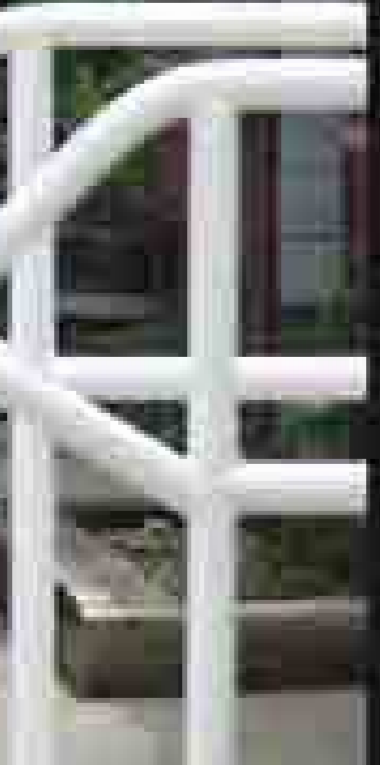
Suggestion: Add tables, chairs, umbrellas - anything to create gathering places where people can spend time - and money.



ZIM'S

RESTAURANT
GIFT SHOP
INTERNET

PILZNA







Real men don't ask for directions

The rule of wayfinding





What to do:

Suggestion: Waterton should develop and implement a pedestrian signage plan & program:

- Wayfinding
- Attractions
- Amenities
- Billboards and marketing displays

Less than 5% of visitors stop at visitor information centers - IF they can find that!

Suggestion: We may have never found the falls had it not been other visitors telling us about it.



This is a recommended place to eat, but when is it open? Put the kiosk to work! Add plants to the pots.



What does this mean? Keep all four wheels on the ground at least 90% of the time?



Restrooms attract more than flies and other notes of convenience

The rule of visitor amenities



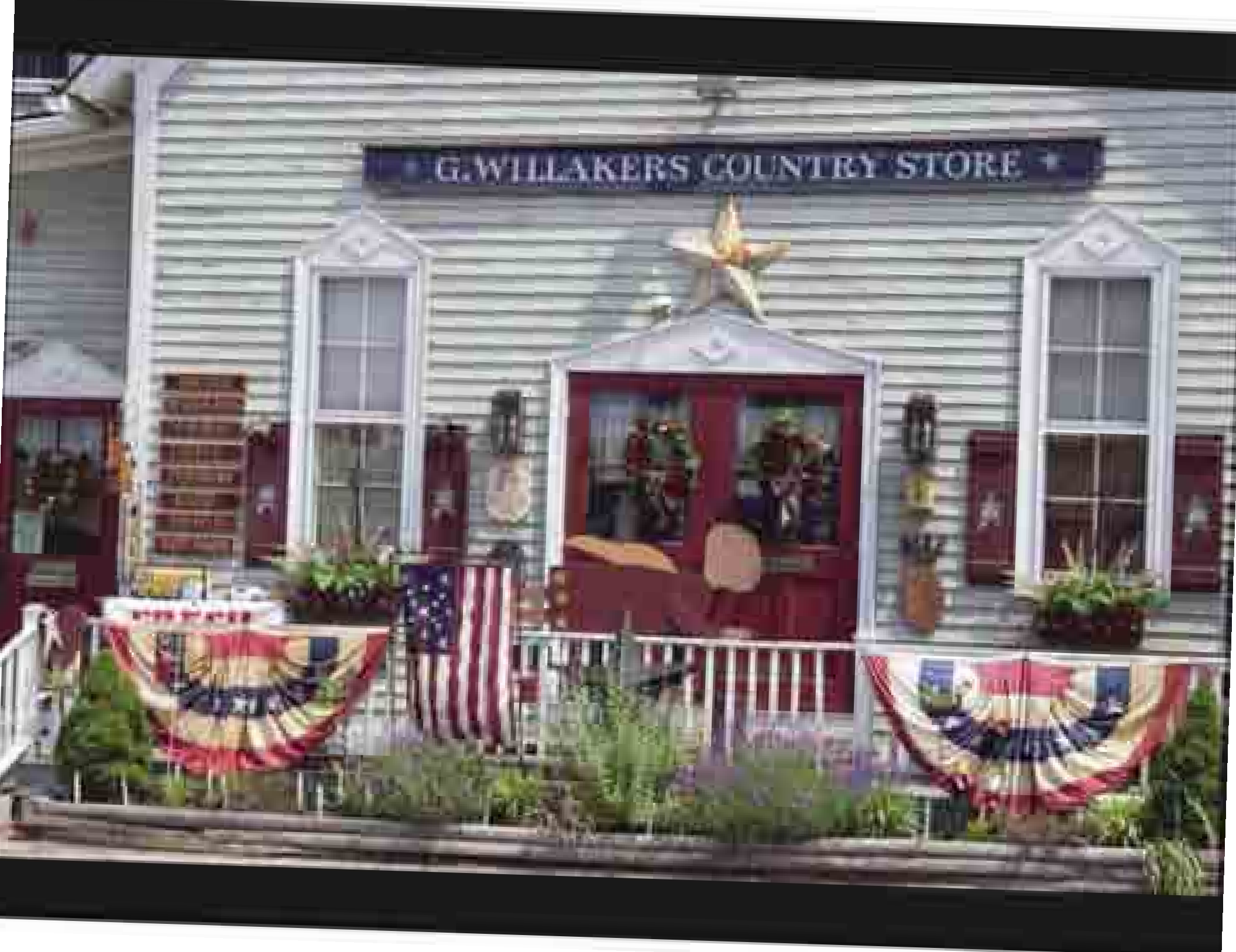
WHAT TO DO

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

RESTROOMS ARE FOR CUSTOMERS ONLY
THANK YOU

RESTROOMS ARE FOR CUSTOMERS ONLY
THANK YOU

G. WILLAKERS COUNTRY STORE



Public Restrooms
are
Located Behind
Brooks Pharmacy



Suggestion: If you have restrooms, market them. It's best if they are in the "shopping district."



WHAT TO DO

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





Moses Lake, WA

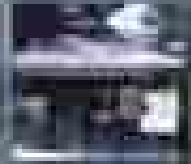
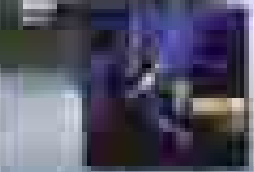


STEVENSON

Bonnyville Lock and Dam



Visit Bonnyville Lock and Dam



Learn more about the history and significance of the Bonnyville Lock and Dam. The dam was built in 1968 and is one of the largest in the world. It provides a vital link between the St. Lawrence and Ottawa Rivers, allowing for the passage of large cargo ships and barges. The dam also generates hydroelectric power and provides a source of water for irrigation and municipal use. The area around the dam is a beautiful natural setting, with mountains and forests. Visitors can enjoy the view from the observation deck or take a boat ride on the water. For more information, visit the Bonnyville Lock and Dam website.



Visit Bonnyville Lock and Dam



welcome.



TOWN OF
Banff


welcome





Joining the Canadian Rocky Mountain Parks World Heritage Site

A World Heritage Site



Map of the Canadian Rockies





715



GUIDED TOURS
WISCONSIN STATE HISTORICAL SOCIETY
715 W. WISCONSIN ST. MADISON, WI 53706
761-8200
www.wisconsinhistory.org







Suggestion: Develop half a dozen kiosks to sell attractions in the park, activities, and other areas in the region. When and where can I rent boats? Bring me back.



The focus of the park information center is on the park - rules, regulations, stewardship, public safety. Not on the business community. Suggestion: Add brochure distribution here.



Suggestion: The business community needs a visitor information center.

Waterton Lakes National Park-Accommodations List – 2007
Shoulder Season Rates

- 6 ASPEN VILLAGE INN: \$109 - 188 plus GST and room tax. Phone: 859 - 2255
* High Season Rates for May long weekend \$154 - 270
- 8 BAYSHORE INN: \$109 - 185 plus GST and room tax. Phone: 859 - 2211
*High Season Rates for May long weekend \$154 - 234
- 4 BEAR MOUNTAIN MOTEL: \$? plus GST and room tax. Phone: 859 - 2366
- 3 CRANDELL MOUNTAIN LODGE: \$89 - 159 plus GST and room tax. Phone/Fax: 859-2288
- 2 KILMOREY LODGE: \$123 - 240 plus GST and room tax. Phone: 859 - 2334
- 9 NORTHLAND LODGE: \$75 - 149 plus GST and room tax. Phone: 859 - 2231 Fax: 859 - 2630
- 1 PRINCE OF WALES: Not Open plus GST and room tax. Phone: 859 - 2231 Fax: 859 - 2630
- 7 WATERTON LAKES LODGE: \$114 - 174 Phone: 859 - 2150 Fax: 859 - 2229
- 7 WATERTON INTERNATIONAL HOSTEL: Not Open
- 5 WATERTON GLACIER SUITES: \$174 - 274 plus GST. Phone: 859 - 2004



Suggestion: Another kiosk should be in marina area.



Suggestion: This bulletin board should be changed to a visitor information kiosk with brochure distribution.



Suggestion: Make these work for you and build more of them.



Suggestion: This would be a great spot for visitor information.



Suggestion: So would the lawn area next to Pat's.



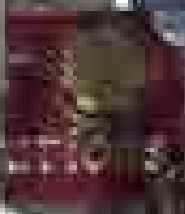
20/20 Signage Equals \$\$\$

The rule of signs that sell





PAGEO
KEY



WARRANTY



Augustina's
Leather

CONCEPTS

MUSIC
BOXES

STREET
ART



WHAT TO DO

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





THE RESIDENCE

STATIONARY & PRINTING







Can you tell what's in any of these shops?



Other notes and first impressions

This is truly a world class destination in terms of scenic beauty. It easily rivals Banff & Glacier.



We had no problem navigating around the park (inside and out). The signage, for the most part, is excellent.



The Prince of Wales Hotel is stunning but we had no idea when or if it was going to be open. Workers in the village didn't know either.





Suggestion: Add signage stating **WHEN** the hotel will be open.

Is there dining here? Gift Shop?
Note these things to pull visitors
in the door.

This is Waterton's icon - much like the Banff Springs Hotel. Will the owners invest in it? It could easily be a year round destination.



The lake cruise looks like a terrific activity and an “anchor tenant” to the village and park. The clock is a great idea.



Suggestion: Add an arrow to the ticket office. Include brochure distribution here.





Most of the lodging facilities need to work on curb appeal.







Suggestion: Open? Closed? Any normal hours? Add them to the signage.





Suggestion: For ALL businesses in Waterton, NEVER use “Closed” signs. Instead, tell the customer WHEN you will be open. It may keep us longer or will bring us back.

Is this an interpretive center or museum or just an office for the organization?

Suggestion: This should be the Waterton Interpretive Center.



Closed permanently? Open on weekends? Only July and August? At noon instead of 10 am?



Suggestion: Every day? Weekends? It's great that Waterton has a movie theater.



GET THE MALL MENTALITY.

Look at Waterton as a mall.

1. Get consistent operating hours. Consider a “shared worker” program to cover for lunches, trips to the post office.

2. When is this place really “open?” Pick a date then add a week on each end, each year. June and September are probably the best months to visit but are you open?

3. Don't be open until you are **READY** to be open. A poor experience will kill the hope of bringing customers back. You must deliver on the promise.

4. Let visitors know when you **WILL** be open. Toss the “closed” signs.

Restroom facilities? Guess again. Suggestion: Add better signage. I thought the monument was the pavilion.



Suggestion: Great displays.



Red Rock Canyon was a real treat. Locals told us about it.





The buffalo paddock was a treat.



Walking into the Price of Wales Hotel was awe inspiring. The staff is exceptionally friendly. Note: The people of Waterton are terrific.



Right on cue, these fawns were born the morning the hotel opened for the season. They were right out front.







How spectacular. It simply doesn't get more beautiful than this. Waterton really IS a world-class destination. The business community needs to live up to that perception.



In a nutshell:

1. Get the business community on the same page with seasons, operating hours, days open, etc.
2. Invest in the properties so that you can extend your seasons and profitability. So that you are as much a draw as the scenery.
3. Create and foster a beautification program. Mow the lawn! Remove the weeds.
4. Create gathering places.

There is no reason why Waterton can't have a strong six month season - if you want it.







Public Washrooms



Whistler Way

600m

500m

Upper Village

Valley Trail

Lost Lake Park

250m

Cinema

P Day Parking











Marketing Assessment

TRAILS OF THE GREAT BEAR

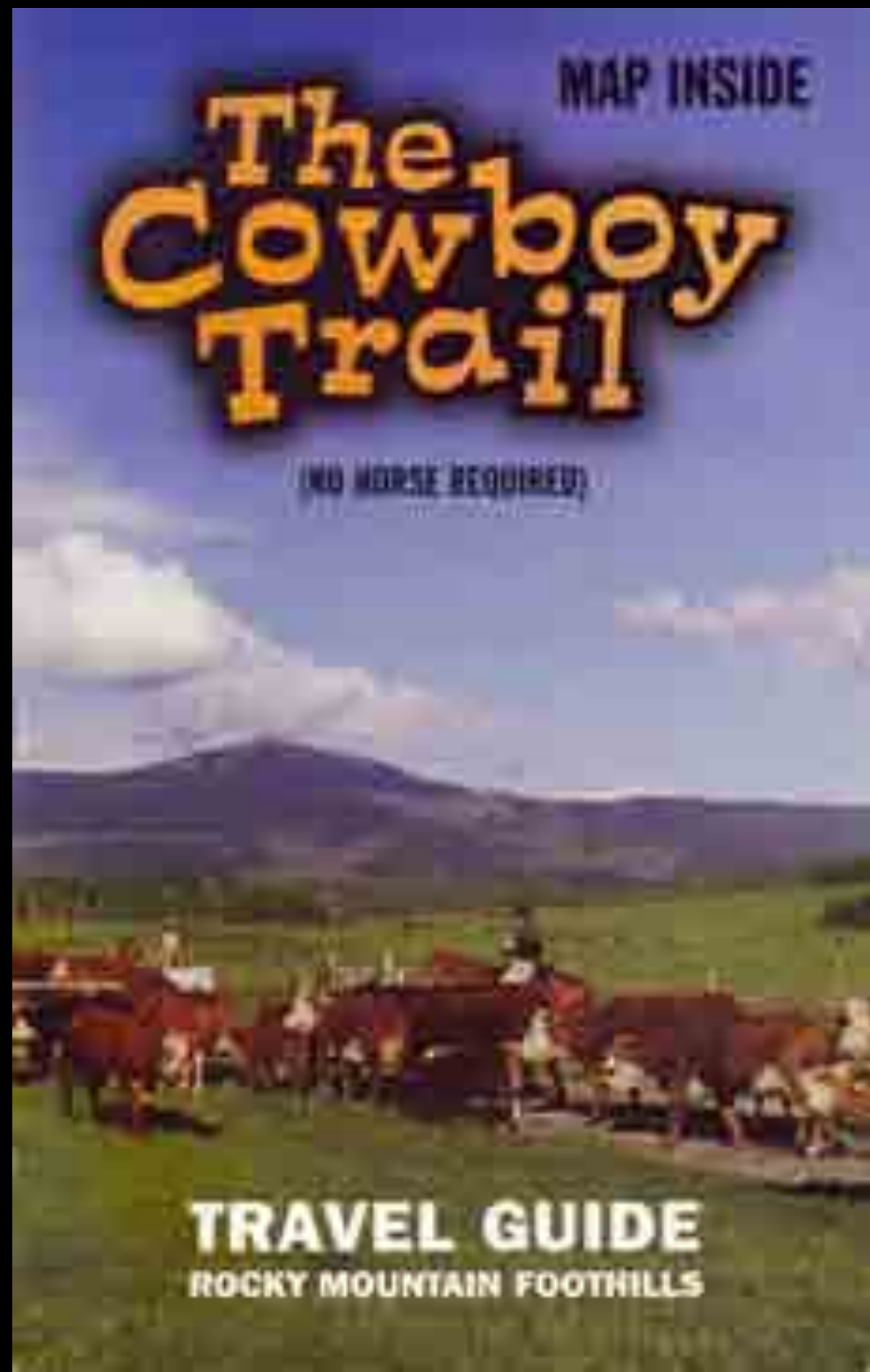
WATERTON / GLACIER • CANADIAN ROCKIES
YELLOWSTONE / GRAND TETONS



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

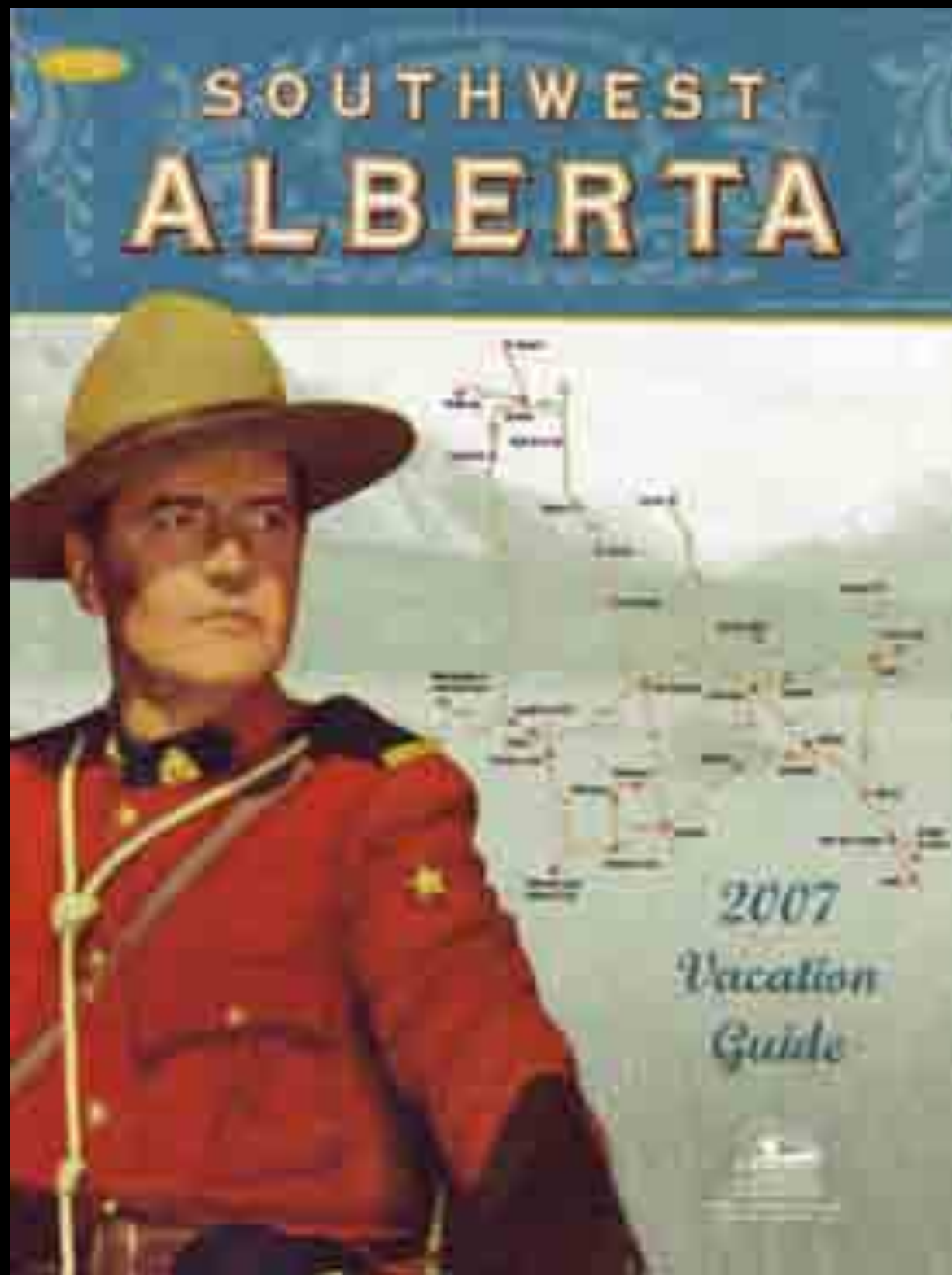
This is an important marketing piece in that it promotes the Rocky Mountains as the premier mountain experience in North America, creating “top of mind awareness” for the Rockies.

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



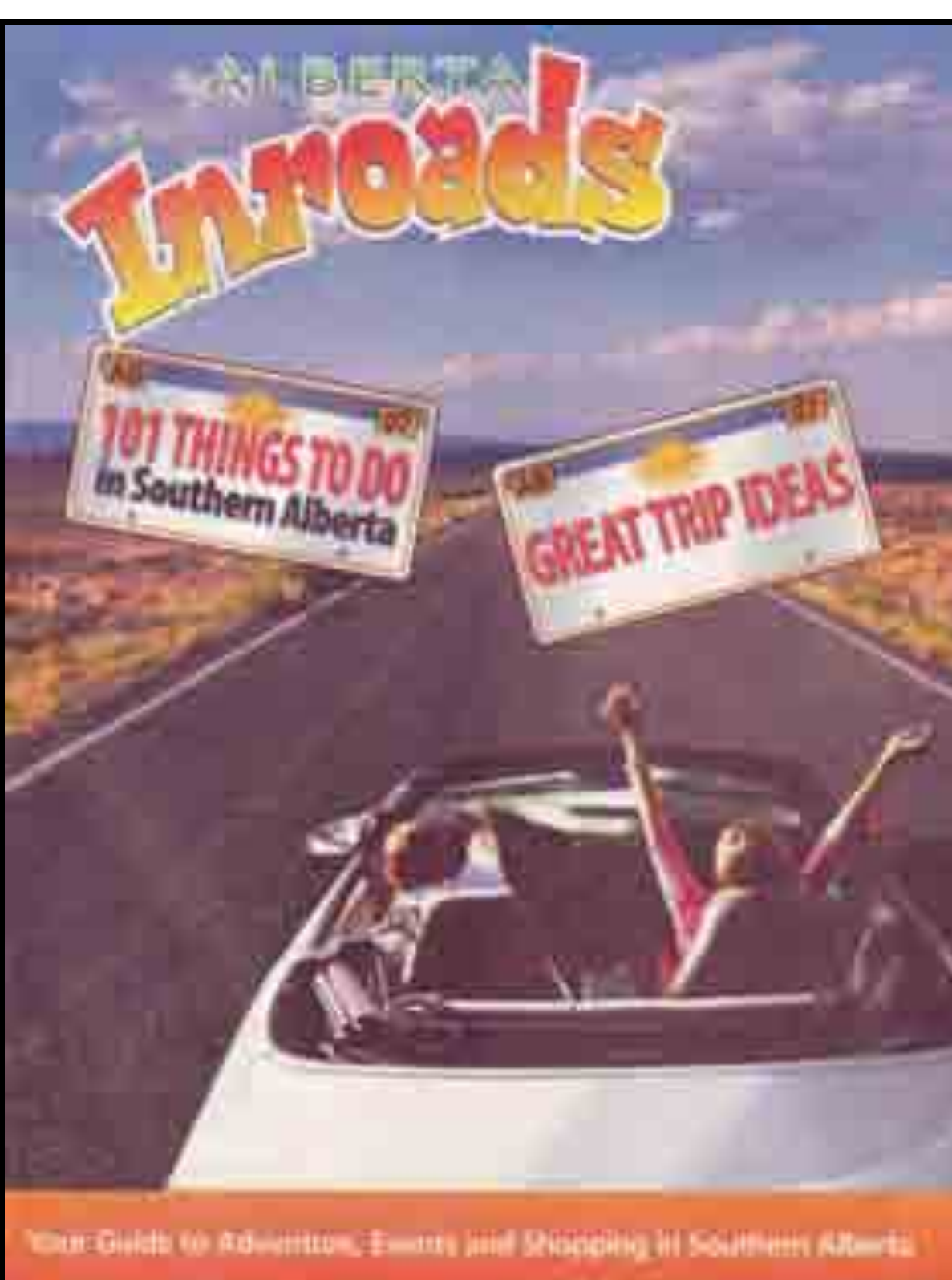
Suggestions:

- Promote the ambiance, then activities that visitors can't get closer to home.
- Jettison the generic.
- Pick your season, then pick your passion. Experiences first, geography second.
- Focus: Ranch vacations and the wilderness experiences.



Suggestions:

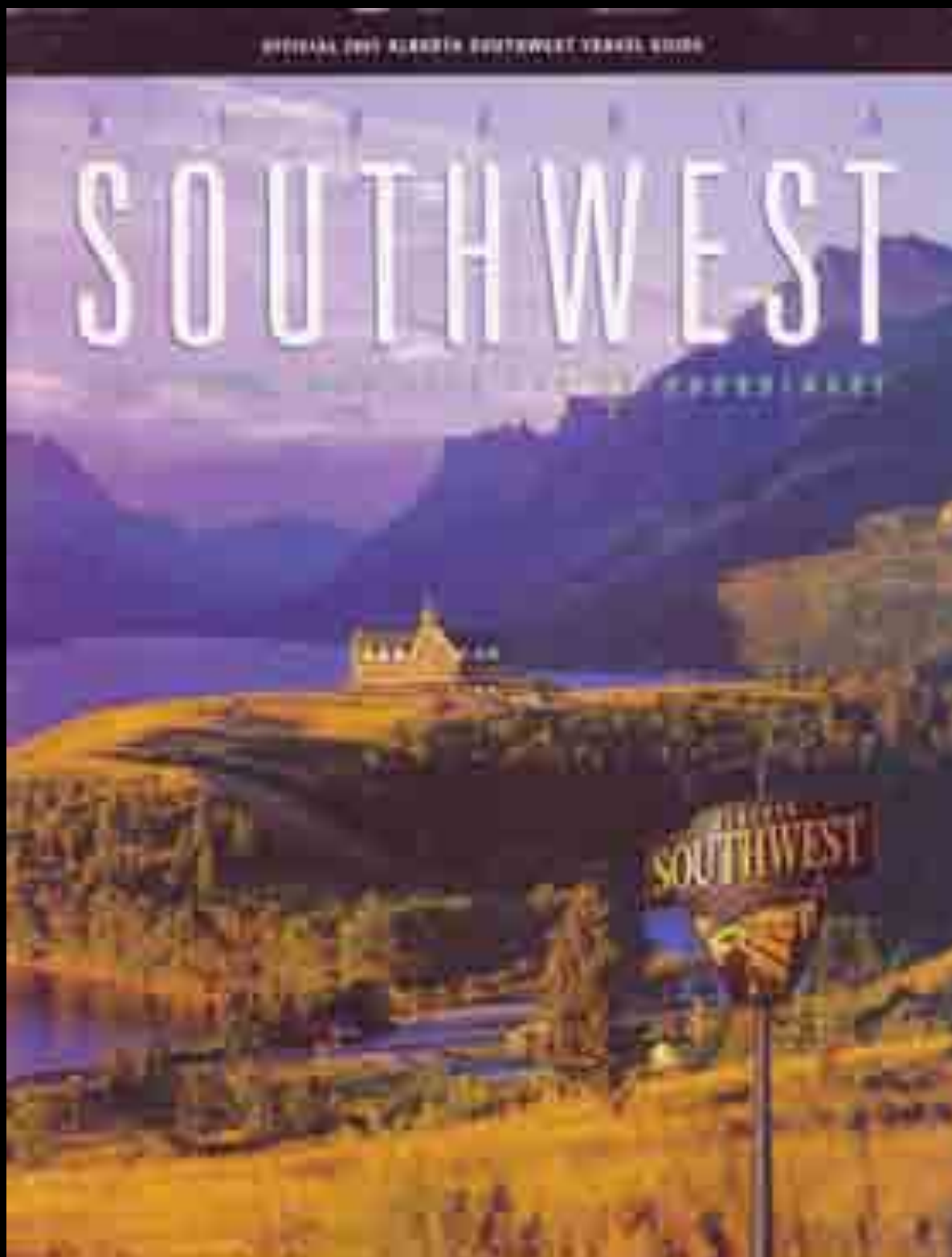
- Alberta South or SW Alberta? Can you combine them?
- What is Chinook Country? All the layers and geography designations make it confusing and hard to plan a trip to the region.
- This guide is about cities. If you are going to a certain city, this is a great resource.



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

Suggestions:

- Organize it like you would a tour. By experience, then in geographic order.
- Develop itineraries by type of activity.



This is, by far, the class act of all the guides to SW Alberta. Hands down.

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

Suggestion:

- Change focus to “Pick your season, then pick your passion.”
- Create routes by type of experience and type of travel.

1. The first step is to identify the main topic of the page. This is usually found in the title or the first few lines of the text.

2. Next, you should look for the key points or arguments made by the author. These are often highlighted in bold or underlined.

3. Finally, you should consider the overall message or conclusion of the page. This is usually found in the final paragraph or a separate section.

1

2

3



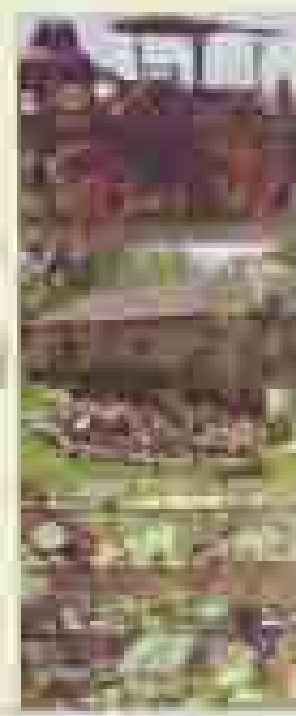
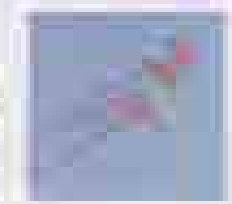
Section 1: Introduction

The first part of the page introduces the main topic and provides a brief overview of the content to follow.

This section discusses the importance of the subject matter and how it relates to the overall theme of the page.

The following paragraphs explore the various aspects of the topic, providing detailed information and analysis.

Finally, the page concludes with a summary of the key findings and a final thought on the subject.



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Don't Let Your Last Opportunity Become a Lost Opportunity

The rule of closing the sale



**WHALE
WATCH**

2000-2001 YEAR BUSINESS

WHALE



**WATCH
TOURS**

2000

Tip

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

THE BEST OF
SAILING
ADVENTURES



www.theknot.com

SAILING
ADVENTURES

Stunning Kootenay Lake, BC



www.theknot.com

Tip

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

WATERTON LAKES NATIONAL PARK

CAMERON LAKE

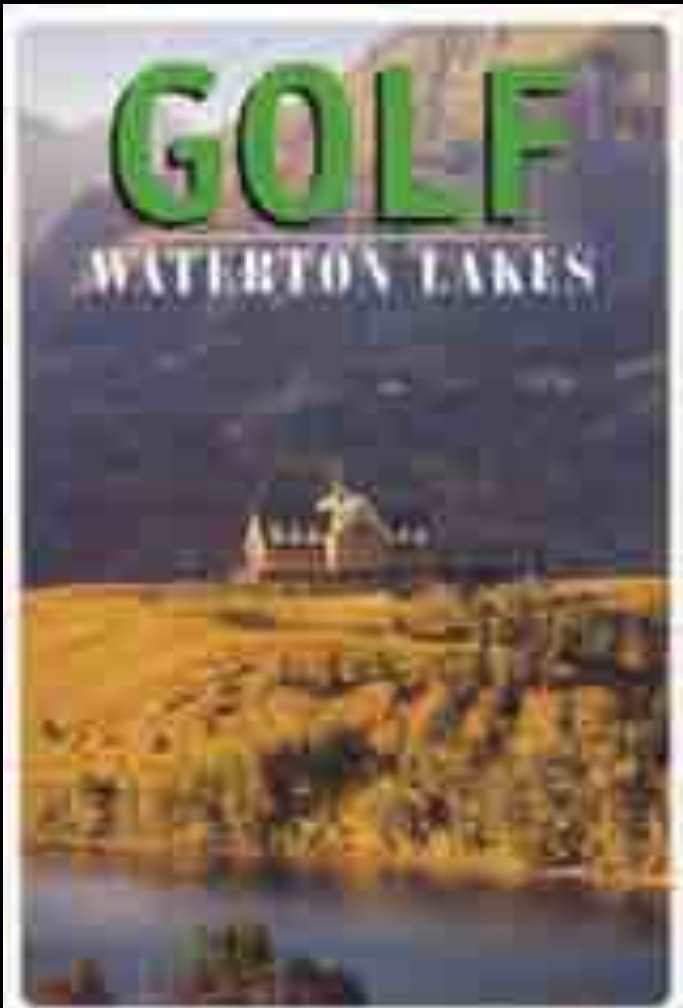
Boat Rentals

WATERTON LAKES NATIONAL PARK

BOAT RENTALS

On stunning Cameron Lake





The golf course did a good job of promoting golf, then why this golf course over dozens of others.



WATERTON LAKES NATIONAL PARK

KIMBALL RIVER SPORTS

Whitewater Adventures

Canoe Rafting Kayaking Fishing Trout Fishing
Hunting Horseback Riding Golfing
Skiing Snowmobiling
Skiing Snowmobiling



For Specialists in Beginner
Intermediate River Trips
Reservations at 1-800-936-6474

Book Today 1-800-936-6474

Call 1-800-936-6474
Mountain Meadows Trail Riders
www.kimballriver.com

Suggestion: Always sell the experience, before the name of the business:

“Whitewater Adventures” under “Waterton Lakes National Park.”

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



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
1/2 day about 25 km
(includes lunch)
Adults: \$95.00
Children: \$80.00 (Under age 12)

May 1st to November 30th

Lee Creek Campground

Full Hookups, Showers
Restrooms, Group Facilities
\$15.00 Tenting/Trailer
\$3.00 per person

Year Round Activities

Fishing Tours

(includes lunch)
1 person: \$260.00
2 person: \$200.00 each
3-4 people: \$175.00 each

Kimball Meadows

ATV Style

1/2 Hour: \$37.00
1 Hour: \$47.00
2 Hours: \$99.00
Raft, also available

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



HORSEBACK ADVENTURE

In the Rocky Mountain foothills of
Waterton Lakes National Park

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

Good photography and good job selling the experience - the activity.



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.



We provide Clean Well Maintained Horses and Trainers. Cleaners. All riding trails are always free of any risk. Please to safety wear (helmet). Large groups can be accommodated. We are always happy to help!

Wa
Na
Hi
ASSO

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

Photo Credit: Carla McLeod

Suggestions:

1. Promote the experience not the organization
2. Provide details. Where? How much? Just show up? How long is each? How do we register?
3. Who provides the field courses?

Learn
You P

Welcome to Fredonia, NY

Located in the heart of Southern
Chautauque County, Fredonia is a
picturesque & historic village, known as the
"Village of Western New York."



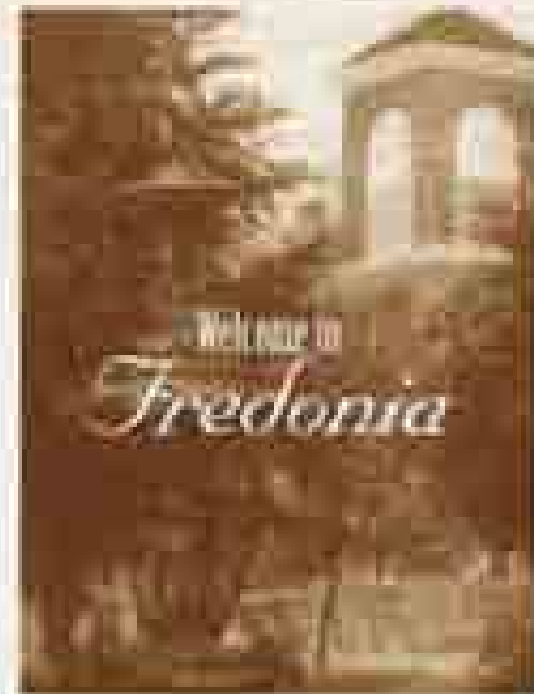
Historic Fredonia Village Hall
Main Street, Fredonia, NY

Experience the scenic views, antiques and historic
sites, the 1887 Fredonia Opera House,
Booker T. Washington Museum,
The International Museum of Fredonia,
Antiques and antique walking tours.

Fredonia... Timeless... Treasure
Home to a Charming Victorian Village

A Picturesque Victorian Village

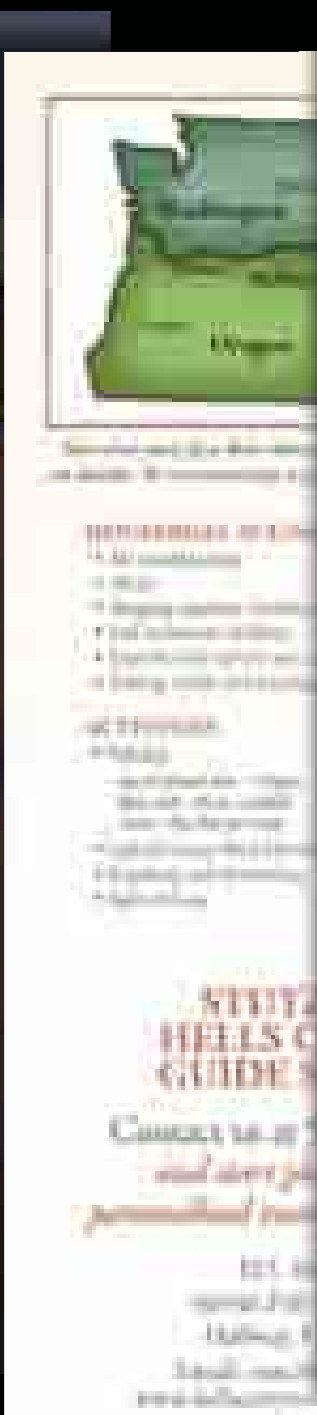
Set Among the Vineyards
of Western New York



Experience the scenic views, antiques and historic
sites, the 1887 Fredonia Opera House,
Booker T. Washington Museum, The
International Museum of Fredonia,
Antiques and antique walking tours.

"A Timeless Treasure"

What to do: Use red/yellow. Command attention



Take delight in watching

CRUISE
BEAUTIFUL

WATERTON LAKE

(CANADA)
TO
GOAT HAUNT

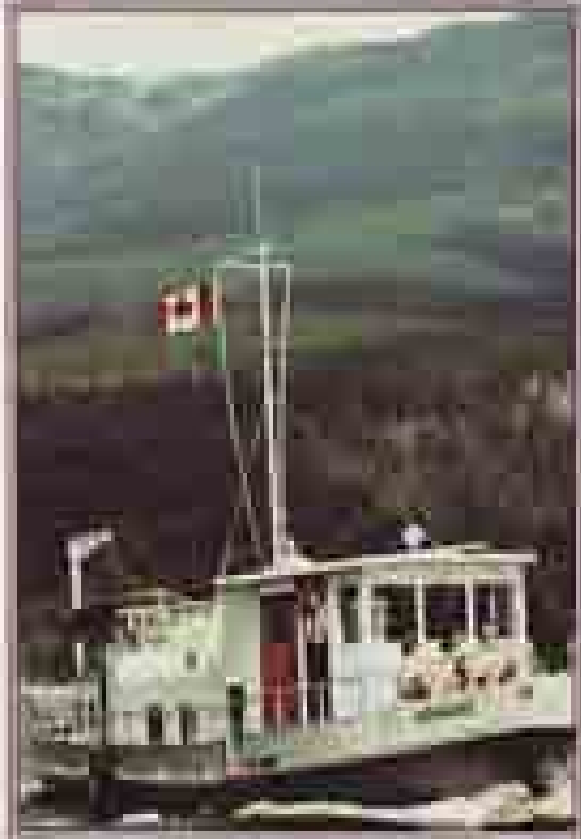
MONTANA
(U.S.A.)



- 1. Fine Spectacular Mountain Scenery
- 2. Cruise (for 8000000) Boat
- 3. Exquisite Scenic Views
- 4. Picturesque Views

Scenery of the Rockies

Cruise SPECTACULAR KOOTENAY LAKE



KASLO SHIPYARD COMPANY LTD.

© 1988 Kaslo Shipyard Company Ltd.

SHIMMELINE CRUISES

FEATURES of the SHIMMELINE

Shimmeline Lake is a series of deep woods lakes, some crystal clear and beautiful in various surroundings. It is the largest lake in the Canadian Rockies. From the shores of Shimmeline Lake, you can see the most beautiful scenery in the area. From the mountains, the views are spectacular. The lake is a natural beauty spot to capture the most taking scenes and wildlife. In fact, fishing is a common activity. The lake is also a great place to enjoy the view from the shore. The lake is a great place to enjoy the view from the shore. The lake is a great place to enjoy the view from the shore.

- Scenic Views
- Wildlife
- Historical Sites
- Mountain Views
- The International Border
- International Parks

The cruise on the lake is accompanied by an experienced and knowledgeable crew. The crew is trained to provide the best possible service and to ensure that you have a safe and enjoyable experience. The crew is trained to provide the best possible service and to ensure that you have a safe and enjoyable experience.

The cruise is approximately 1.5 hours in length. It is a great way to enjoy the beauty of the Canadian Rockies. The cruise is a great way to enjoy the beauty of the Canadian Rockies. The cruise is a great way to enjoy the beauty of the Canadian Rockies. The cruise is a great way to enjoy the beauty of the Canadian Rockies.

Shimmeline Lake is a series of deep woods lakes, some crystal clear and beautiful in various surroundings. It is the largest lake in the Canadian Rockies. From the shores of Shimmeline Lake, you can see the most beautiful scenery in the area. From the mountains, the views are spectacular. The lake is a natural beauty spot to capture the most taking scenes and wildlife. In fact, fishing is a common activity. The lake is also a great place to enjoy the view from the shore. The lake is a great place to enjoy the view from the shore.

The Shimmeline Cruise is a great way to enjoy the beauty of the Canadian Rockies. The cruise is a great way to enjoy the beauty of the Canadian Rockies. The cruise is a great way to enjoy the beauty of the Canadian Rockies. The cruise is a great way to enjoy the beauty of the Canadian Rockies.

SHIMMELINE

SHIMMELINE CRUISES

Start Date	AM	PM	AM	PM
Jan 1 - 2000	100	150	100	150
Jan 2 - 2000	100	150	100	150
Jan 3 - 2000	100	150	100	150
Jan 4 - 2000	100	150	100	150
Jan 5 - 2000	100	150	100	150

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- Scenic Views
- Wildlife
- Historical Sites
- Mountain Views
- The International Border
- International Parks



The photo with the route is very, very good. Good job of selling the activity, before times, dates and prices.

FREE
WATERTON
VISITORS



WATERTON

Welcome to Waterton Lakes National Park

Established by the Government of Alberta
in 1908 and transferred to the Government of Canada
in 1930. It is now a part of the Canadian
National Parks System.
Headquarters: Waterton Lakes House
Waterton Lakes National Park, Alberta, Canada



PARK CANADIS PARCS NATIONAUX
Le Parc National des lacs Waterton est un parc national canadien qui se trouve dans la province d'Alberta. Il est un des plus beaux endroits du monde pour les amoureux de la nature. Le parc est célèbre pour ses lacs turquoise, ses montagnes majestueuses et ses prairies sauvages. C'est un lieu idéal pour les amoureux de la nature et ceux qui cherchent à se connecter avec la nature.

"Where the Mountains Meet the Prairie"

WATERTON
The Waterton Lakes National Park is a beautiful area where the mountains meet the prairie. It is a place of natural beauty and tranquility. The park is home to some of the most beautiful lakes in the world, including Lake Louise, Lake Moraine, and Lake O'Hara. The mountains are majestic and the prairie is wild and free. This is a place where you can truly connect with nature.

TRAVEL
The Waterton Lakes National Park is a beautiful area where the mountains meet the prairie. It is a place of natural beauty and tranquility. The park is home to some of the most beautiful lakes in the world, including Lake Louise, Lake Moraine, and Lake O'Hara. The mountains are majestic and the prairie is wild and free. This is a place where you can truly connect with nature.

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The Waterton
Visitors Guide is ok.

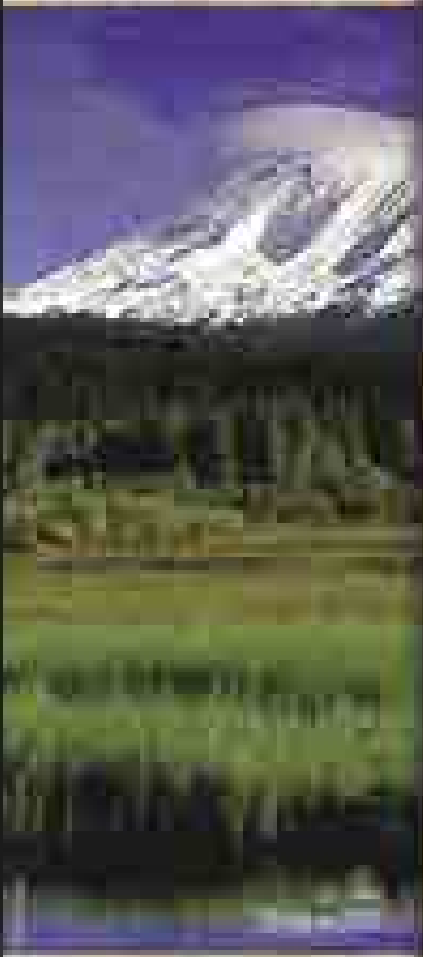
1. The first two
sentences must be
specific and must
pull the reader in.

2. Waterton is about
the Mountains, not
the prairie.

3. Jump to
experiences, not
designations, rules,
etc.

SEVEN WONDERS

THE SEVEN WONDERS OF THE COLORADO MOUNTAINS



HEAVENS

The mountains are the backbone of Colorado, providing a natural barrier that has shaped the state's history and culture. From the rugged peaks of the Rockies to the gentle slopes of the Front Range, the mountains offer a diverse landscape of beauty and adventure. The high altitudes are home to a unique ecosystem of plants and animals, and the clear, crisp air is a testament to the purity of the wilderness. Whether you're looking for a quiet retreat or a thrilling outdoor experience, the mountains have something for everyone.



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FOR MORE INFORMATION

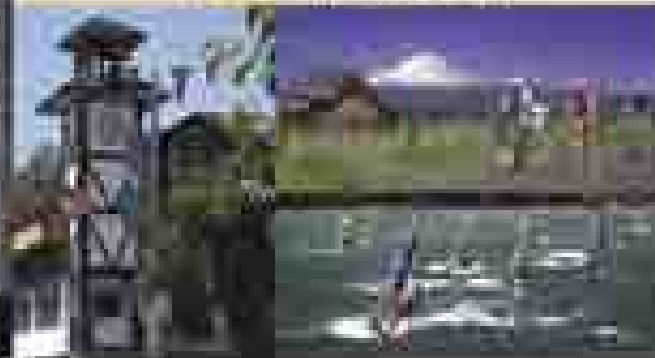
Colorado State Parks
 www.coloradostateparks.com

National Center of Mountain Biking
 www.ncmountainbiking.com

The Colorado State Park System
 www.coloradostateparks.com

Colorado State Office of Tourism
 www.colorado.com

800.441.7333
 www.coloradostateparks.com



4 COLDWATER BEER

On a warm day, a cold beer is a must. But what if you're in a hot, humid climate and you want a beer that's not just cold, but also refreshing? That's where Coldwater Beer comes in. This unique brew is made with natural ingredients and is perfect for those who love a strong, flavorful beer.

Whether you're looking for a refreshing drink or a strong, flavorful beer, Coldwater Beer has you covered. This unique brew is made with natural ingredients and is perfect for those who love a strong, flavorful beer.

For more information on this exciting new product, visit our website at www.coldwaterbeer.com. We guarantee you'll love the taste of this new beer.

At Coldwater Beer, we're committed to providing you with the best quality beer possible. Visit our website at www.coldwaterbeer.com for more information.



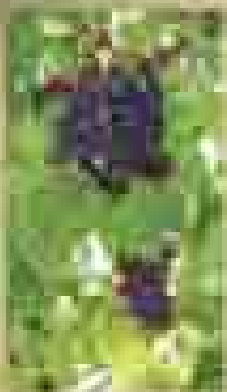
2 WILDLY WILDLY

Wildly Wildly is a new line of wild and crazy beers. These beers are made with natural ingredients and are perfect for those who love a strong, flavorful beer.

Whether you're looking for a refreshing drink or a strong, flavorful beer, Wildly Wildly has you covered. This unique brew is made with natural ingredients and is perfect for those who love a strong, flavorful beer.



3 FRESHLY BAKED FOR ALL



Whether you're looking for a refreshing drink or a strong, flavorful beer, Freshly Baked For All has you covered. This unique brew is made with natural ingredients and is perfect for those who love a strong, flavorful beer.

Whether you're looking for a refreshing drink or a strong, flavorful beer, Freshly Baked For All has you covered. This unique brew is made with natural ingredients and is perfect for those who love a strong, flavorful beer.

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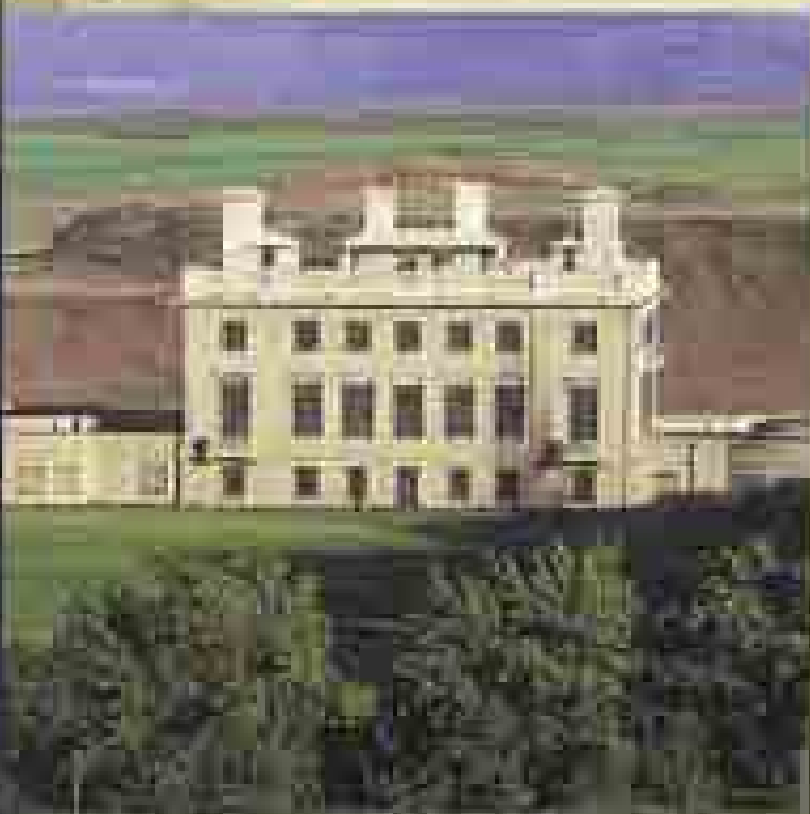


Photo courtesy of the University of Colorado at Boulder.

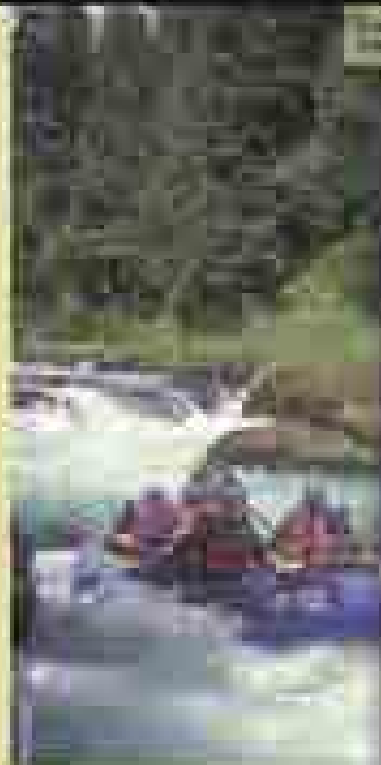
4 NEW BREWERY

Whether you're looking for a refreshing drink or a strong, flavorful beer, New Brewery has you covered. This unique brew is made with natural ingredients and is perfect for those who love a strong, flavorful beer.

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5 THE RIVER'S WISDOM

River wisdom is a term we hear often, but it's not always clear what it means. It's a term that's been used to describe the wisdom of the river, the wisdom of the people who live along its banks, and the wisdom of the river itself. It's a term that's been used to describe the wisdom of the river, the wisdom of the people who live along its banks, and the wisdom of the river itself.

By a river's wisdom, we mean the wisdom of the river, the wisdom of the people who live along its banks, and the wisdom of the river itself.

There is a wisdom in the river, a wisdom in the people who live along its banks, and a wisdom in the river itself.

6 THE RIVER'S WISDOM



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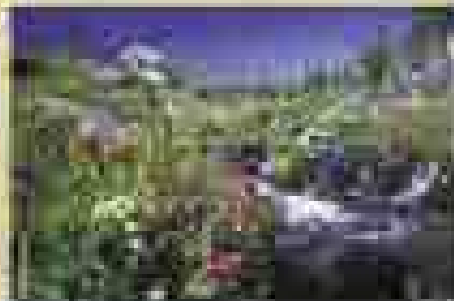


THE RIVER'S WISDOM

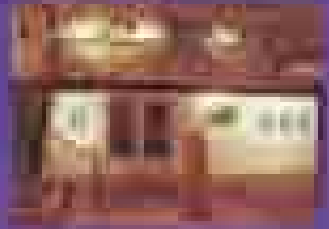
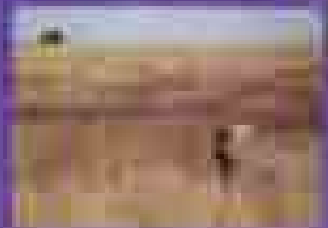
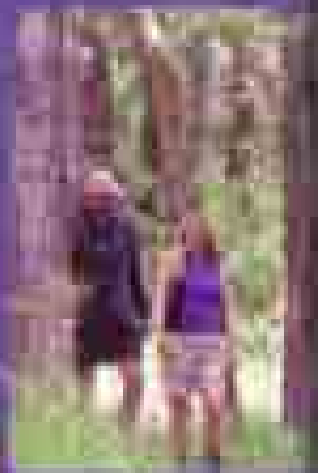
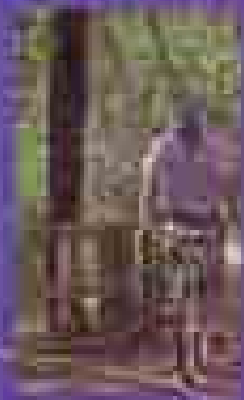
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THE RIVER'S WISDOM



Kittitas Valley's Greatest Hit



It's just one of the many ways the Kittitas Valley's natural and scenic beauty is being showcased by locals and visitors alike.

PHOTO BY [unreadable]

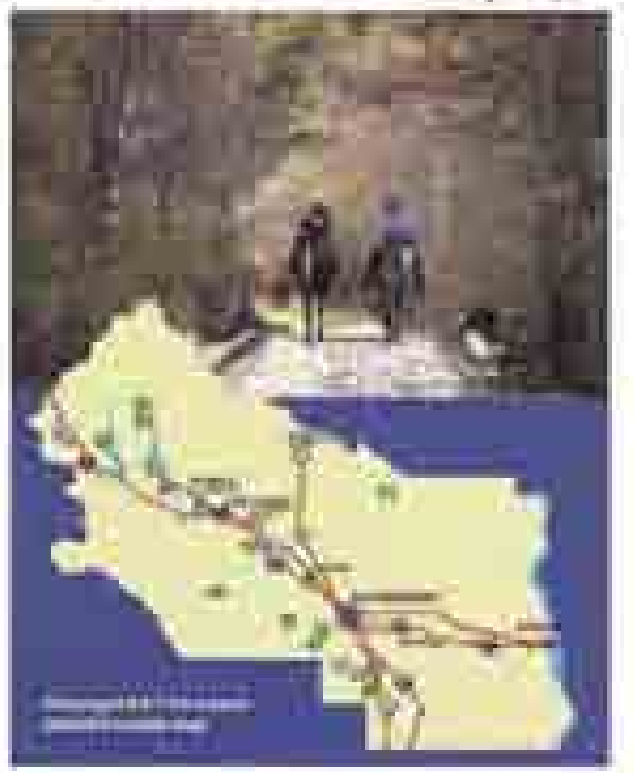
By [unreadable]
 The Kittitas Valley is a beautiful area with a rich history and a wide variety of recreational opportunities. From scenic views to outdoor adventures, there's something for everyone in this charming region.

The valley's natural beauty is one of its greatest assets. With rolling hills, lush forests, and clear waterways, it's a paradise for nature lovers. Whether you're looking for a peaceful walk or a more challenging hike, the valley offers a wealth of options.

For those who enjoy outdoor activities, the valley provides a perfect setting. From horseback riding to mountain biking, there are plenty of trails and paths to explore. The scenic views are truly breathtaking, and the fresh air is a welcome change from the city.

The valley's history is also a point of interest. With its roots in agriculture and ranching, it has a unique character and charm. Visitors can explore the area's rich heritage and learn about the lives of the people who have called this valley home.

Whether you're a local resident or a visitor from out of town, the Kittitas Valley offers a truly special experience. Its natural beauty, recreational opportunities, and rich history make it a place that is truly worth exploring.




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Horseshoe

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MAY THE HORSE


Located just
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the highway
turn-off.

GRAND

8 hour
TV hour
8 hour
the food
8-8 hour



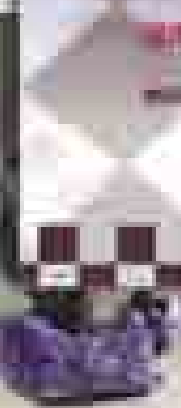
A Waterbury Tradition



PIE & CO. BAKERY

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**TWO SISTERS
CANDY & GIFT**

Two Sisters Candy & Gift is a family-owned business that has been serving the community since 1988. We are proud to offer a wide variety of handmade candies, chocolates, and gifts. Our products are made with the finest ingredients and are perfect for any occasion. We are currently looking for experienced sales representatives to join our team. If you are interested, please contact us at [phone number] or visit our website at [website URL].



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Apply

**UPTOWN GRILL
CONTEMPORARY
CUISINE**

Uptown Grill is a contemporary restaurant located in the heart of downtown Chicago. We are seeking experienced servers to join our team. Our restaurant offers a sophisticated dining experience with a menu of contemporary cuisine. We are currently looking for experienced servers to join our team. If you are interested, please contact us at [phone number] or visit our website at [website URL].

Uptown Grill is a contemporary restaurant located in the heart of downtown Chicago. We are seeking experienced servers to join our team. Our restaurant offers a sophisticated dining experience with a menu of contemporary cuisine. We are currently looking for experienced servers to join our team. If you are interested, please contact us at [phone number] or visit our website at [website URL].



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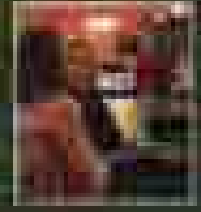
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**JEREMIAH JOE
SPECIALTY COFFEE**

Jeremiah Joe Specialty Coffee is a specialty coffee roaster located in Chicago. We are seeking experienced sales representatives to join our team. Our company offers a wide variety of specialty coffee beans and blends. We are currently looking for experienced sales representatives to join our team. If you are interested, please contact us at [phone number] or visit our website at [website URL].



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**SKYDIVE CHICAGO
SKYDIVING**

Skydive Chicago Skydiving is a skydiving company located in Chicago. We are seeking experienced skydiving instructors to join our team. Our company offers a wide variety of skydiving experiences and packages. We are currently looking for experienced skydiving instructors to join our team. If you are interested, please contact us at [phone number] or visit our website at [website URL].



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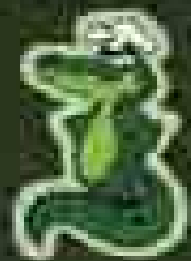
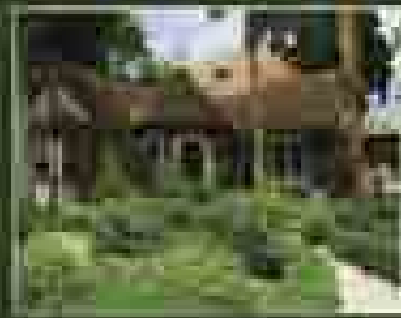
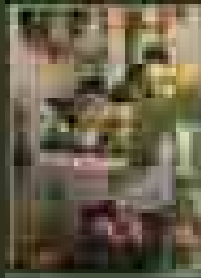
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STARVED ROCK LODGE & CONFERENCE CENTER

1000 Starved Rock Drive
Starved Rock State Park
Urbana, IL 62521
618-243-1234

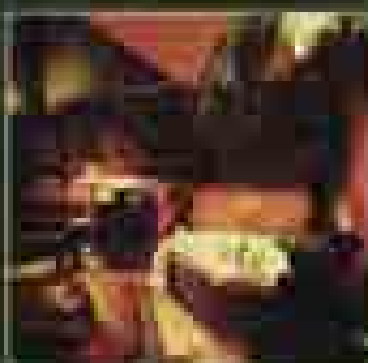


Starved Rock State Park is a beautiful area with many scenic views. The lodge is a great place to stay and enjoy the park's amenities. It offers a variety of rooms and facilities for guests. The conference center is also a great option for business meetings and events. The lodge is located in a beautiful setting with many scenic views. It offers a variety of rooms and facilities for guests. The conference center is also a great option for business meetings and events.

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LANDERS HOUSE COUNTRY LODGING & COTTAGES

1000 Landers House
Urbana, IL 62521
618-243-1234



Landers House Country Lodging & Cottages is a beautiful area with many scenic views. The lodge is a great place to stay and enjoy the park's amenities. It offers a variety of rooms and facilities for guests. The cottages are also a great option for business meetings and events. The lodge is located in a beautiful setting with many scenic views. It offers a variety of rooms and facilities for guests. The cottages are also a great option for business meetings and events.

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CATTAILS GIFT SHOP, TASTING ROOM & COTTAGE BOUTIQUE

1000 Cattails Gift Shop
Urbana, IL 62521
618-243-1234

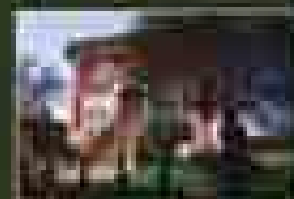


Cattails Gift Shop, Tasting Room & Cottage Boutique is a beautiful area with many scenic views. The gift shop is a great place to buy souvenirs and gifts. The tasting room is a great place to enjoy local wines and beers. The cottage boutique is also a great option for business meetings and events. The gift shop is located in a beautiful setting with many scenic views. It offers a variety of rooms and facilities for guests. The tasting room is also a great option for business meetings and events.



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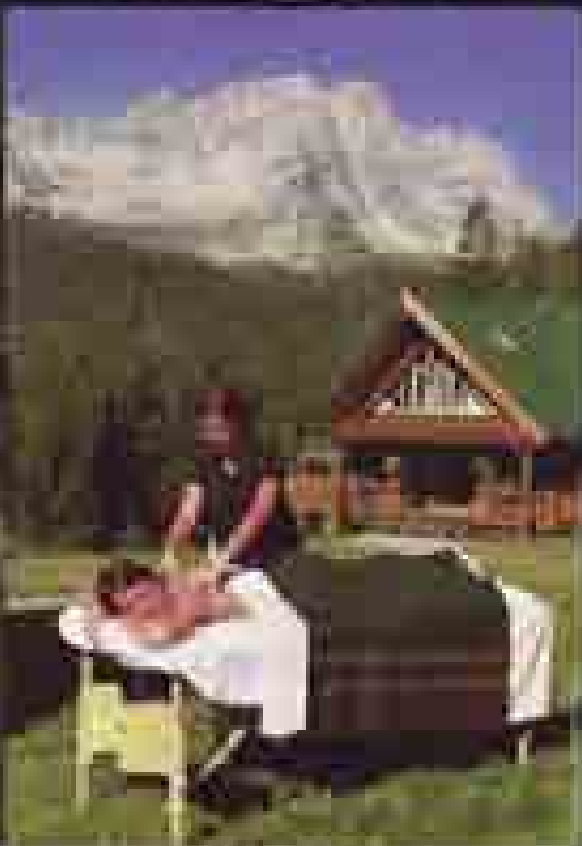
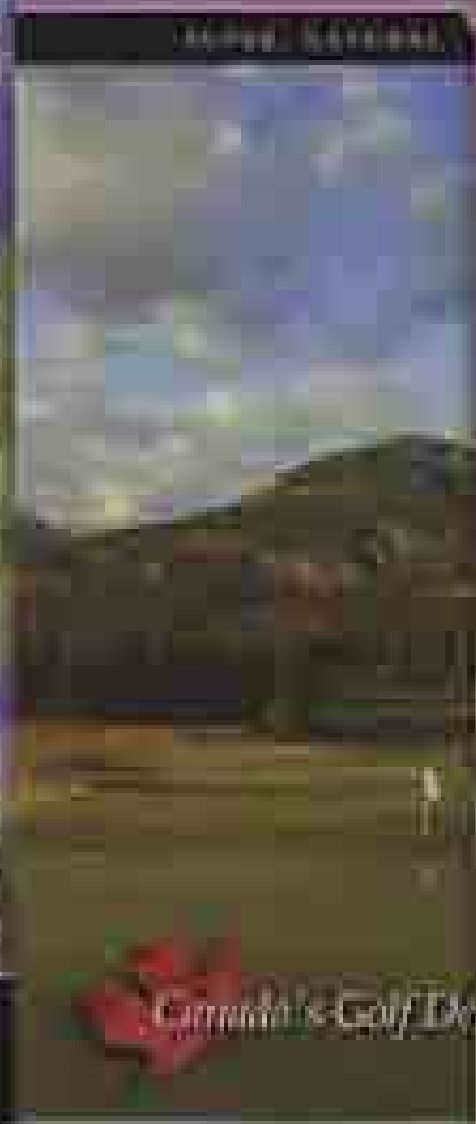
KOOTENAY ROCKIES

KOOTENAY ROCKIES CIRCLE ROUTES MAP

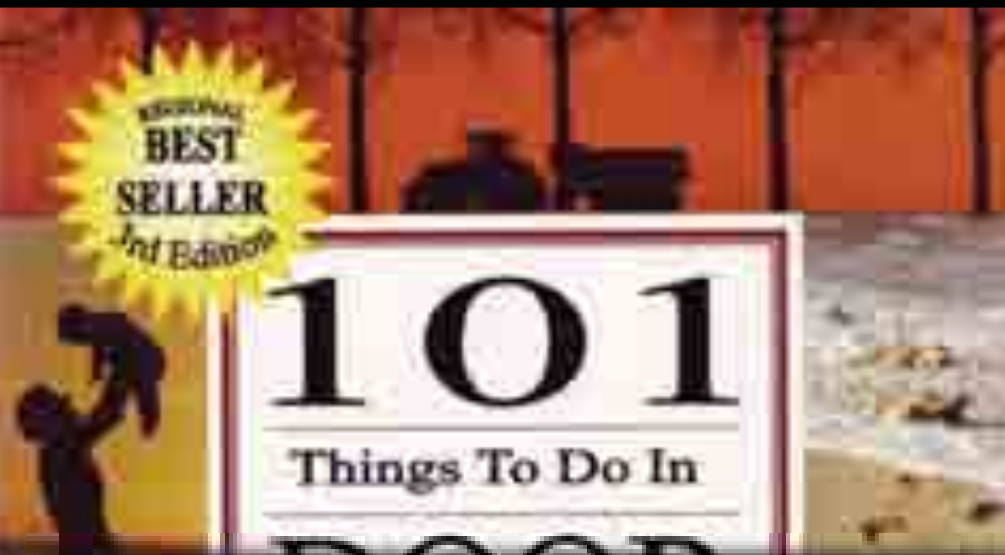
GOLF VACATIONS 2008 KOOTENAY ROCKIES

KOOTENAY ROCKIES CULTURE SIGHTS AND SCENES

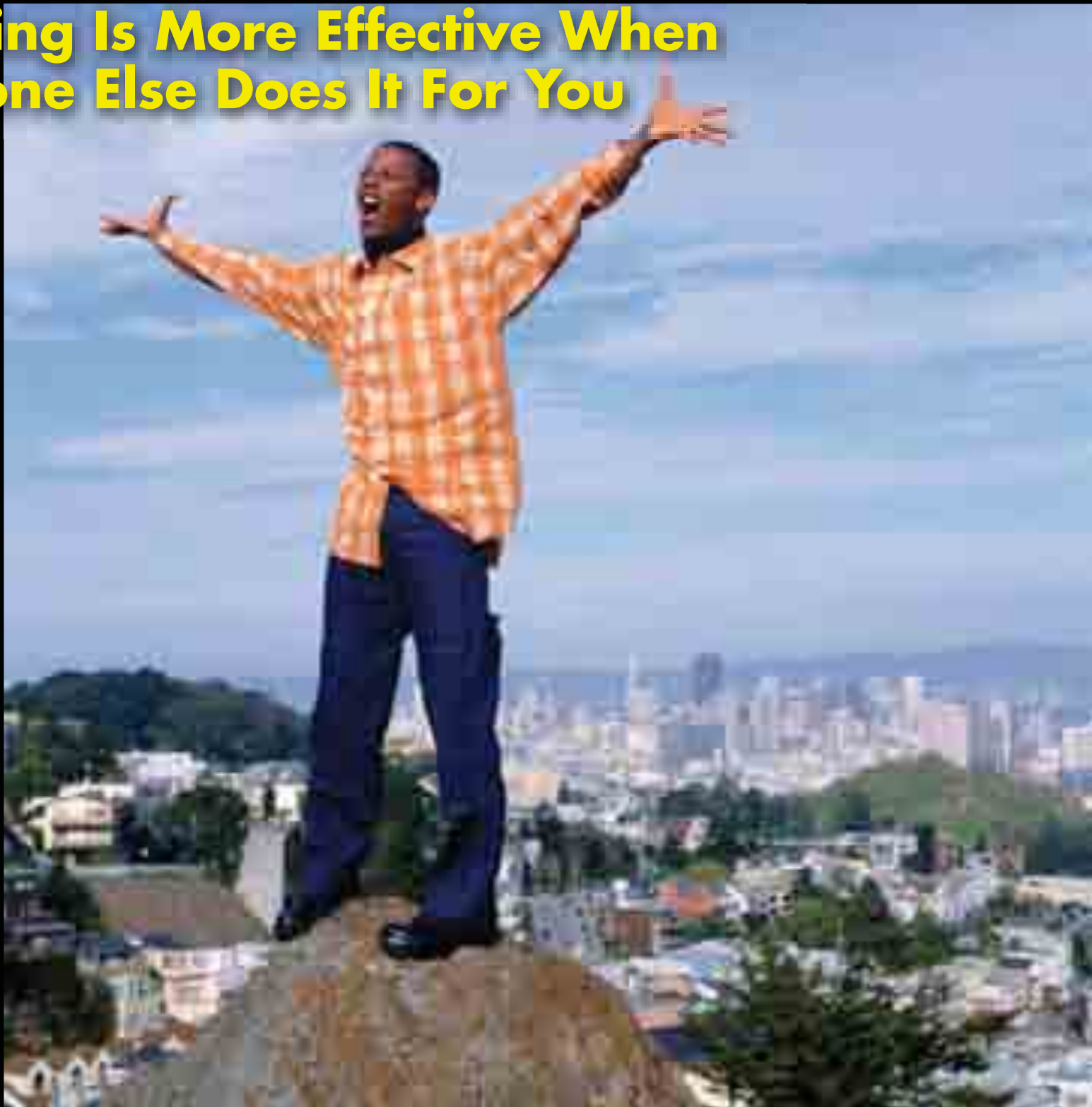
KOOTENAY ROCKIES HOT SPRINGS, SPA'S & WELLNESS MAP



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



Bragging Is More Effective When Someone Else Does It For You



Tip:

Make PR your primary marketing tool.

You build brand through public relations. You use advertising to maintain your position.

1. Articles are read three times more than ads

2. Publicity gives you more credibility than do ads

3. You should see \$3 in “earned media” for every \$1 you spend on a PR effort



Pine Ridge Inn

Pine Ridge Inn

Good Morning
October 18, 2005

Central Oregon Weather
Forecast

10/18	10/19	10/20
50-60	50-60	50-60
Partly cloudy	Partly cloudy	Partly cloudy

What to do today...

- The forecast for today is a mix of sun and clouds with a high of 60 and a low of 50. It's a good day to enjoy the outdoors.
- If you're planning on going for a hike, now is the time to do it. The weather is just what you need.
- For those who prefer to stay indoors, there are plenty of activities to enjoy. Visit the local shops and galleries.
- The forecast for tomorrow is similar to today's, with a high of 60 and a low of 50. It's another good day to enjoy the outdoors.
- If you're planning on going for a hike, now is the time to do it. The weather is just what you need.
- For those who prefer to stay indoors, there are plenty of activities to enjoy. Visit the local shops and galleries.

Create some loyalty with your customers.

Tip:

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





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

"these are a few of my favorite things"

Item#	description
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
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_____	_____
_____	_____
_____	_____



ring size _____

(541) 540-0388

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

Let Your Fingers Do the Walking

Rules for the internet



A few numbers to get us started

There are 320 million travel websites (today)

A new website is coming online every 3.5 seconds

There are 200+ million website users in N.America

Website visitors will wait 8 seconds for a page to load

70 % of website users never go past the first page of search results

82 % of website users never go past the second page of search results

A few numbers to get us started

94 % of travelers with internet access is it as their primary travel planning resource

70 % of people planning trips have difficulty finding what they are looking for

A few numbers to get us started

The internet ranks 4th in its influence in daily North American life.

#1: Electricity

#2: Automobile

#3: Television

Not bad for a technology that's been in common use for just 20 years.

Nearly 88% of all destination marketing organizations spend more on printed materials than the web!

Tip

Develop an e-marketing program.
This will create TOMA (Top of Mind Awareness)

What to do: “E-marketing”

San Diego Events & Promotions E-Updates

Stay on top of the latest San Diego Events & Promotions with E-Updates tailored to your interests.

First Name

Last Name

E-mail

Zip / Postal Code

Country

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

Family Vacation Dining & Cultural Special Offers

Conference/Meeting Golf & Outdoors

All information submitted through email or forms available on this site will be deemed private and used solely for the stated purposes. This information will never be sold or shared to third parties and will be deleted after it is no longer required.

Inexpensive and powerful.

From: Bonaire EZ News <EZnews@protonmail.com>
Subject: Bonaire EZ News Issue 06-2004
Date: March 29, 2004 4:51:55 PM PST
To: ANDREW BUCKING <abuckin@protonmail.com>
Reply-To: EZnews@protonmail.com

Bonaire EZ News

Quick 'n' Easy Tourism Updates

Hi Andrew,

Well here is Bonaire EZ News, 4th quarterly issue, ready for mailing, coming to you from the EZ News Office at the Bonaire EZ News Office at 11700 Bonaire Blvd, Suite 100, Bonaire, AZ 85542. You can subscribe to the Bonaire EZ News Office at 11700 Bonaire Blvd, Suite 100, Bonaire, AZ 85542. <http://www.bonaireeznews.com>



Event Spotlight: Eighth Annual Bonaire Dive Festival Welcomes

Philippe Cousteau Jr.

Remember the way you get ready to dive, but not get out... You are invited to the Eighth Annual Bonaire Dive Festival, June 11 - 13, 2004. Register now for the dive festival to give you the opportunity to meet and hear from the world's leading dive professionals and enthusiasts including guest speaker, BBO's own dive instructor, A. Philip Cousteau Jr. and without getting out the highlight of the event, the evening presentation by the festival's featured speaker, Philippe Cousteau Jr. - grandson of legendary Captain Jacques-Yves Cousteau.

Philippe's presentation will take you on the journey of his life and how he got to where he is today. He will also discuss the importance of the dive festival and how it has become a major event in the Bonaire dive community. The festival will also feature a variety of activities, including a night dive, a night snorkel, a night boat ride, and a night boat ride. The festival will also feature a variety of activities, including a night dive, a night snorkel, a night boat ride, and a night boat ride. The festival will also feature a variety of activities, including a night dive, a night snorkel, a night boat ride, and a night boat ride.

Interested in attending the Dive Festival? The registration information is available on the Bonaire EZ News website. For more information, contact the Bonaire EZ News Office at 11700 Bonaire Blvd, Suite 100, Bonaire, AZ 85542. You can also contact the Bonaire EZ News Office at 11700 Bonaire Blvd, Suite 100, Bonaire, AZ 85542. You can also contact the Bonaire EZ News Office at 11700 Bonaire Blvd, Suite 100, Bonaire, AZ 85542.

For more information on individual packages and to make a reservation, please contact the Bonaire EZ News Office at 11700 Bonaire Blvd, Suite 100, Bonaire, AZ 85542. You can also contact the Bonaire EZ News Office at 11700 Bonaire Blvd, Suite 100, Bonaire, AZ 85542. You can also contact the Bonaire EZ News Office at 11700 Bonaire Blvd, Suite 100, Bonaire, AZ 85542.

Bonaire EZ News
<http://www.bonaireeznews.com>
1-800-888-8888

Bonaire Legend Hill

Tip

Purchase key words (pay per click).

Tasting Customer Login

Email:

Password:

[Forgot my password](#)

Common Questions

[Is AdWords right for my business?](#)

[What does it cost?](#)

[Where will my ads appear?](#)

[What are Unique Clicks 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.



Learn More

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Sign Up Now

...or view our [getting started](#)

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.

Real-time 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 [assist & manage 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.](#)

Smartword Search: How smart businesses connect with customers.

Learn More



Local Advertising
Turn web traffic into foot traffic.



Search Submit
Make your algorithms, change work harder.



PRODUCTS AND SERVICES

- Smartword Search** - Reach 500+ of active Internet users through top search engine sites.
- Local Advertising** - Target prospects searching for businesses in your neighborhood.
- Smart Submit** - Expedite your results and increase in algorithm based ranking.
- Smartword Submit** - Reach millions of potential buyers through Yahoo! Shopping.
- Smartword Submit** - Increase your offers and sales through visibility on Yahoo! Travel.
- Smartword Submit** - Double your business in the Yahoo! Directory.

Smartword Search

Smartword Submit

Smartword Submit

Google

Search navigation buttons (Home, Images, Maps, Videos, News) and a search input field with a search button.

Links for Google products: Gmail, Blogger, YouTube, etc.



Web Maps Groups News Images **Books** **Images**
Sources: Consulting

Search Advanced Search

Web Results 1 - 10 of about 1,360,000 for **hospitality consulting** (0.38 seconds)

Atlantic Tourism Consulting

Atlantic Tourism Consulting (ATC) can help individuals, existing businesses, community economic development organizations, and volunteer non-profits
[www.atlantic.com/tourism](#) - [EN](#) - [Contact](#) - [Contact Us](#)

Atlantic Tourism Consulting - Newsprint

... marketing | re: travel | To contact Atlantic Tourism Consulting send e-mail to tourism@atlantic.com or call 802 497 5599. ATC can be ...
[www.atlantic.com/tourism/tourism_newsprint.html](#) - [EN](#) - [Contact](#) - [Contact Us](#)
[[More results from www.atlantic.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.az-park.com/~atour/consulting.htm](#) - [EN](#) - [Contact](#) - [Contact Us](#)

Alastair Hospitality Consulting & Tourism Consulting Tourism

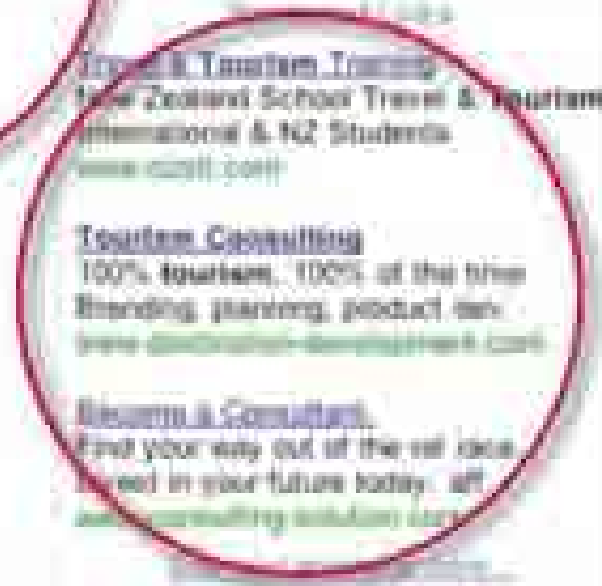
... TOURISM CONSULTING & TRAVEL RESEARCH ...
[www.az-park.com/~atour/consulting.htm](#) - [EN](#) - [Contact](#) - [Contact Us](#)
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Golf & Tourism Consulting GbS

Der Beratungs- und Reiseveranstalter rund um die Themen Golf und Golfurlaub stellt sich vor, informiert über ...
[www.golf-germany.com](#) - [EN](#) - [Contact](#) - [Contact Us](#)

Cyprus Hotels Hospitality Leisure Tourism Consultants

Cyprus Value Based Growth & Leisure HOTEL CONSULTANTS Cyprus



Travel & Tourism Training
New Zealand School Travel & Tourism
International & NZ Students
[www.nzta.co.nz](#)

Tourism Consulting
100% tourism, 100% of the time
Branding, planning, product dev.
[www.atlantic.com/tourism](#)

Resorts & Consultants
Find your way out of the red sea
and in your future today. All
[www.consulting-hospitality.com](#)



Yahoo! Home | Mail | News | Finance | Sports | More

Search for: [input type="text"] [button: Search]

- Home** - Yahoo! Home
- Mail** - Yahoo! Mail
- News** - Yahoo! News
- Finance** - Yahoo! Finance
- Sports** - Yahoo! Sports
- More** - Yahoo! More

Yahoo! Finance

Market Summary

Yahoo! Finance

Yahoo! News

The Word Partner You Can Only Do: Level 3

Hot! Promote - \$29.95 STARTING for you



My Name: [input type="text"]

My Address: [input type="text"]

My City: [input type="text"]

My State: [input type="text"]

My Zip: [input type="text"]

Submit

- Home
- Mail
- News
- Finance
- Sports
- More


Web Site Directory

- Business & Economy**
- Computers & Internet**
- Home & Media**
- Life & Health**
- Science**
- Sports & Culture**
- Education**
- Arts & Recreation**

Yahoo! Finance

- Market Summary
- Yahoo! Finance

Yahoo! News



Level 3



search

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[Premium Search](#) [Special Search](#)

1. **Tourism and Travel Marketing Consulting** Tourism and travel consulting services, marketing plans, site planning, branding, research and strategy development, development services.
[www.tourismconsulting.com](#)

VIEW ALL RESULTS [Advanced Search](#) [Help](#)

2. **Tourism Consulting & Tourism Consulting**
Tourism consulting and training in marketing planning and development for startups, hotels, resorts, universities, attractions, related services, travel agents, and convention and visitor bureaus. **Tourism Consulting, TOURISM CONSULTING & TRAINING INC/ALTAIR GROUP**
specializes in consulting and research in hospitality marketing, tourism planning, travel research, travel.
[www.tourismconsulting.com](#) [www.tourismconsulting.com](#) [www.tourismconsulting.com](#) [www.tourismconsulting.com](#)

3. **Altair Tourism Consulting**
... Associates: Tourism Development - **Altair Tourism Consulting (ATC)** serving worldwide, serving... To contact Altair Tourism Consulting send e-mail tourism@altaire.com or
[www.altaire.com](#) [www.altaire.com](#) [www.altaire.com](#) [www.altaire.com](#)

4. **Tourism Consulting**
... Getting across the world consulting services for cultural and development needs of your village of the... Family Sites | Tourism Consulting | [Tourism Consulting](#)
[www.globe.com](#) [www.globe.com](#) [www.globe.com](#) [www.globe.com](#)

5. **Barclay Moss & Tourism Consulting**
The company features events and projects produced by **Barclay Moss & Tourism Consulting**. The company is also event marketing, fundraising, corporate events and community art events. **Barclay Moss & Tourism Consulting Inc.** (see last posting management consulting services)
[www.barclaymoss.com](#) [www.barclaymoss.com](#) [www.barclaymoss.com](#) [www.barclaymoss.com](#)

6. **Endways Travel & Tourism Consulting Marketing**
Other services for travel industry professionals. Complete business development resources and a network of regional sales. Nigerian-based.
[www.endways.com](#) [www.endways.com](#) [www.endways.com](#) [www.endways.com](#)

7. **Tourism Consulting Canada - Facet First Focus**
Tourism Consulting Canada | PNF Canada is a leading Christian Management Consulting firm offering expert business consulting services in Canada's Hospitality and Tourism Industry. **Tourism Consulting Canada - Tourism Consulting Canada - Tourism Development Canada**
provider of tourism consulting in Canada - tourism planning Canada - tourism development Canada
[www.pnf.com](#) [www.pnf.com](#) [www.pnf.com](#) [www.pnf.com](#)

What to do: Find strong keywords

HOME | ABOUT | GOLF | AMENITIES | RECREATION | NEWS & EVENTS | CONTACT



TETON SPRINGS

Resort Community

Discover the world-class views of the Teton Mountain Range at the world-class of the Teton Valley. Teton Springs is a resort community, golfing, fishing, hiking, biking, skiing - Teton Valley, Idaho.

Source: <http://www.tetonresort.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, 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">
```

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





Web

Things to Do in Alberta - Alberta Attractions - TripAdvisor

Alberta attractions: Visit TripAdvisor, your source for the world's best reviewed hotels, travel guides and guidebooks through about things to do in ...

www.tripadvisor.com/Attractions-g19000-Activities-Alberta.html (18) - (Sign out) (Sign in)

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

Find the best things to do, museums, attractions, and travel advice about Alberta on Yahoo! Travel.

travel.yahoo.com/attractions-g19000-activities-alberta_things_to_do (18) - (Sign out) (Sign in)

Travel Alberta Live - Things To Do

Get a bit of urban culture in Alberta's city centers or a back-country adventure with wild fish, mountain and glacier outdoor adventures. Read More >

www.travelalberta.com/ThingsToDo.html (18) - (Sign out) (Sign in)

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

Province of Alberta attractions and sightseeing, with reviews, tips and photos posted by real travelers and locals. Find insider tips for Province of ...

www.virtualtourist.com/ContentPages/Province_of_Alberta_Things_To_Do-Province_of_Alberta (18) (18) - (Sign out) (Sign in)

Edmonton - Things To Do - Alberta, Canada Zoos, Museums

Guide to Alberta Zoos, Aquariums, Theme Parks, Events, Parks, Museums, Arts, Parks, Regional, History Sites, Wineries, Breweries, Casinos, etc.

www.edmonton.com/edmonton_things_to_do (18) - (Sign out) (Sign in)

Alberta - Things To Do in Alberta

Alberta - Things To Do in Alberta: Travel information and reviews

www.worldtravelguide.net/attractions/things_to_do/Alberta-Attractions.html (18) - (Sign out) (Sign in)

Alberta Things to do

Complete, interactive information on Alberta travel, including photos and reviews. All your best Alberta travel information.

www.alberta.com/attractions/things-to-do (18) - (Sign out) (Sign in)

Canada - Things To Do in Alberta - Best of Canada



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glacier national park



Advanced Search

Search: on the web () pages from Canada

Web

Results 1 - 10 of about 9,450,000 for glacier national park (0.14 seconds)

Glacier National Park - Glacier National Park (US National Park ...

Relive the days of old through historic classes, lectures, interpretation, and stories of Native Americans. Explore Glacier National Park and discover what ...

www.nps.gov/glnp/ - 13 Jun 2007 - [Link] [Image]

Glacier National Park Visitor Center

Glacier National Park Official Website ... The page will take you to Montana Visitor Center Dispatch. A part of Watkins Glacier International Peace Park ...

www.glnp.gov/visitors/visitors.htm - 13 Jun 2007 - [Link] [Image]

[More results from www.nps.gov]

Parks Canada - Glacier National Park of Canada - home page

Glacier National Park of Canada protects, for all time, a portion of the Columbia Mountains National Region, in the interior west half of British Columbia.

www.pc.gc.ca/nature/parcs/glacier/index_e.asp - 13 Jun 2007 - [Link] [Image]

Glacier National Park

Everything you ever wanted to know about Glacier National Park

www.glacier-national-park.com/ - 13 Jun 2007 - [Link] [Image]

Montana's Glacier National Park - Lodging, scenic tours, hotels

Accommodations in Glacier National Park's historic lodgings, hotel associations and tour information make planning your Montana family vacation so easy that

W/Map of IFA Homes S.E., Columbia Falls, MT 59912, USA

www.glacierlodging.com/ - 13 Jun 2007 - [Link] [Image]

Glacier National Park Electronic Field Log

National Public Schools, Glacier National Park, Teton Technology, and the Information Technology Research Center (ITRC) welcome you ...

www.wildlifeinfo.org/programs/ - 13 Jun 2007 - [Link] [Image]

Glacier National Park - Scenic Landscape Photographs (Photos) ...

Visual tour of Glacier National Park. Photographs of scenic landscapes, wildlife, wilderness and panoramas in Glacier National Park.

www.glacierphotography.com/ - 13 Jun 2007 - [Link] [Image]

Glacier National Park (USA) - Wikipedia, the free encyclopedia

Glacier National Park is located in the U.S. state of Montana, bordering the Canadian

Sponsored Links

Glacier Park Information

Hiking, rafting, backpacking, fish info on Glacier Nat. Park, MT
www.glacierpark.com

Glacier national park

Visiting Glacier National Park? Find Deals & Best Hotel Reviews!
www.Travelocity.com

Glacier National Park BC

Glacier National Park Hiking Trails in Teton BC Official Hiking Site
http://www.GlacierNationalPark.com



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Personalized search

Search

Advanced Search

Search: [] 114 words [] pages from Canada

Web

Results 1 - 10 of about 8,078,000 for **national parks canada** - 0.16 seconds

Parks Canada - National Parks Page

Official Parks Canada page. Includes information on all of Canada's parks and Marine Conservation areas. Available in English and French.

www.parks.ca/eng/ Home - Contact - Site Map

Index for English - www.parks.ca/eng/index.html

Provincial & Territorial Parks - www.parks.ca/eng/prov_terr.html

Parks Canada - National Parks of Canada - www.parks.ca/eng/national_parks.html

Provincial Parks - www.parks.ca/eng/prov_terr.html

Provincial Parks from www.parks.ca/eng

Parks Canada - National Parks of Canada

Parks Canada National Office 20, Elby Street Ottawa, Ontario, Canada - National Parks have existed in Canada for well over a century.

www.parks.ca/eng/national_parks.html - 18 - Contact - Site Map

parksCanada.ca

parksCanada.ca - Division du Gouvernement du Canada / Government of Canada (Eng)

Parks Canada/Parks - Gouvernement du Canada / Government of Canada

www.parksCanada.ca/ - 18 - Contact - Site Map

Welcome to Great Canadian Parks

If you are planning to visit parks in Canada, this site will help you organize your journey.

Park Spotlight, Park Index, Manitoba - Dipnet National Park

www.parksandprovinces.com - 28 - Contact - Site Map

1001 National Parks of Canada information - Proudly provided by

Canada offers a wide variety of National Parks. We show you all National Parks of Canada in detail, along with accommodations, attractions and tour.

www.nationalparks.ca/about-us - 18 - Contact - Site Map

Canadian National and Provincial Parks Canada

Explore national parks and provincial parks in Canada.

canadiannationalandprovincialparks.com - 18 - Contact - Site Map

List of Canadian national parks - Wikipedia, the free encyclopedia

The National Parks of Canada preserves both terrestrial and marine parks.

Canada is considering another four areas for future national parks [2].



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Search: Banff (2) The Banff (1) pages from Canada
(Search) (Advanced)

Web Results 1 - 10 of about 7,766,000 for Banff (sorted) (0.14 seconds)

Banff Accommodations (sorted) (17)

[Banff Accommodations](#) | Hotel Reservations 1-888-878-4077 Great Rates in Banff, Canada

 **Map of Banff, AB, Canada**
Map navigation

Banff.com - Banff's Premier Online Guide to the Canadian Rockies
Banff.com is the source for Banff accommodations, tours, activities, shopping, dining, get-togethers and much more in Banff and around the Banff area.
[www.banff.com](#) - 4% - 11 Jan 2007 - Cached - Google

Banff, Alberta, Canada - Official Website of the Town of Banff
Facts and figures about the Town of Banff, a unique mountain community located in Canada's first and foremost National Park.
[www.banff.ca](#) - 5% - Cached - Google

Official Site of Banff Lake Louise Tourism
Official visitor information site for the communities of Banff and Lake Louise in Banff National Park, Canada's first national park and a UNESCO World Heritage Site.
[www.banfflakelouise.com](#) - 2% - Cached - Google

Banff: Discover Banff National Park in Alberta, Canada
A Banff tourism & travel guide featuring hotel reservations, car-rental, planes and other travel information for the town of Banff and Banff National Park.
[www.discoverbanff.com](#) - 5% - 10 Jan 2007 - Cached - Google

Parks Canada - Banff National Park of Canada - Home page
The home page of the official web site of Banff National Park.
[www.pc.gc.ca/banff](#) - 100% - 10 Jan 2007 - Cached - Google

Parks Canada - Parc national du Canada Banff / Parks Canada
Parc national du Canada Banff / Banff National Park of Canada.
[www.pc.gc.ca/banff](#) - 100% - Cached - Google

The Banff Centre
The Banff Centre is a publicly supported arts, cultural, and educational institution and performing arts.

Banff (sorted) (11)

Banff
Great Rates on Banff Hotels
Free Cancellation - Get More - Reserve Today
[www.expedia.ca](#)

Banff
Select from a huge range of rooms with incredible views!
[Hotels.com/Banff](#) | [Expedia](#)

Banff Accommodations
The Lodging Company offers hotels, cottages, and condos in Banff, AB.
[banff.lodging.com](#)

Going to Banff?
Get the Scoop from Travelers Who Know Banff!
[www.100banff.com](#)

Hotels in Banff - Home
Hotel reservations in Banff
Book your hotels at Super HotDeals.net!
[www.100banff.com](#)

Alberta Birding Tours
200 species of birds!
Take a birding tour today!
[www.albertabirding.com](#)



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Search: (B) the web (C) pages from Canada



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Web

Results 1 - 15 of about 1,280,000 for **banff national park** (0.13 seconds)

[Parks Canada - Banff National Park of Canada - Home page](#)

The home page of the official web site of **Banff National Park**

[www.parks.gc.ca/banff/index_e.html](#) (EN) (Canada) (Home page)

[Parks Canada - Banff National Park](#)

Park national du Canada Banff / Banff National Park of Canada

[www.parks.gc.ca/banff](#) (EN) (Canada) (Home page)

[View results from external pages]

[Banff vacation travel guide - banff national park, hotels](#)

Travel guide to Banff National Park and surrounding areas, covering hotels, resorts, travel advice, sightseeing, restaurants and much more

[www.banffvacation.com](#) (EN) (Canada) (Home page)

[Banff, Discover Banff National Park in Alberta, Canada](#)

A Banff tourism & travel guide featuring hotel reservations, visitor maps, photos and other travel information for the town of Banff and Banff National Park

[www.discoverbanff.com](#) (EN) (12 Jan 2007) (Canada) (Home page)

[Banff National Park - Wikipedia, the free encyclopedia](#)

Banff National Park is Canada's oldest national park, established in 1885 in the Canadian Rockies. The park, located 120 kilometers (80 mi) west of Calgary,

[en.wikipedia.org/wiki/Banff_National_Park](#) (EN) (2007) (Home page)

[Banff National Park - Banff, Alberta, Canada](#)

Banff National Park's most complete guide, including Banff and Lake Louise accommodations, recreational opportunities in Banff National Park

[www.banffnationalpark.com](#) (EN) (Canada) (Home page)

[Banff National Park - Skiing](#)

Skiing information about where to book and what you'll find in Banff National Park and the Canadian Rockies

[www.skiing.com/destinations/canada.html](#) (EN) (Canada) (Home page)

[View results from external pages]

[Official Site of Banff Lake Louise Tourist](#)

Information about the Banff Lake Louise areas of Banff National Park in the Canadian Rocky Mountains



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 Search the web

Web Results 1 - 10 of about 1,219,000 for **hiking trails** (0.12 seconds)

Hiking Trails in Alberta, Canada - Canada Trails

Online guide to hiking in Alberta, Canada — **Discover Travel Alberta Hiking Page** has a brief description of areas that offer hiking trails.
[Discover Travel Alberta Hiking Page](#)

Canada Trails, Hiking in Kananaskis Country, Alberta

Online guide to the hiking trails in Kananaskis Country in Alberta
[Canada Trails, Hiking in Kananaskis Country, Alberta](#)

Hiking Alberta - Hiking and Backpacking

hiking and backpacking in Alberta ... If you have a favorite Alberta trail, hiking spot or club, let us know and we'll pass it on to other hikers and ...
[Hiking Alberta - Hiking and Backpacking](#)

Best Hiking in Alberta | Best Alberta Hiking

This list represents the most popular hiking in Alberta (learn more about Top Trails) Use this list to plan your next Alberta hiking trip ...
[Best Hiking in Alberta | Best Alberta Hiking](#)

Alberta Hiking | Alberta trails

Find detailed information for Alberta Hiking at Trails.com, including where to find Hikes in Alberta.
[Alberta Hiking | Alberta trails](#)

Hiking in Alberta Canada

Outdoor · Hiking market, Hiking Guide, Books · Mountaineering market, Mountaineering School, Events market, Alberta Hiking Events ...
[Hiking in Alberta Canada](#)

Alberta's Featured Parks - Alberta Community Development

The park contains 50 km of hiking trails and a wealth of plant and animal life. ... **Wapiti** has a smooth run-off around the layers of Alberta's badlands. ...
[Alberta's Featured Parks - Alberta Community Development](#)

Hiking in B.C., Hiking in Alberta, day hikes in B.C., hiking in ...

Hiking in the Rockies in Alberta and Montana on most weekends. I have logged over 100

Common Links

Grand Canyon Dotted Hikes

View the Canyon Dotted Hikes
 View statistics of Hikeville
[www.hikeville.com](#)

Mount a Hiker

View photo profiles of hikers
 Hiking stories, join me for free
[www.mountahiker.com](#)

Wilderness Campground

See First Wilderness Campground
 Nature at its finest
[www.seefirst.com](#)
 Alberta

When you're on the first page, no need to buy it.

The image shows a Google search results page for the query "Waterton Lakes National Park". The search bar at the top contains the text "Waterton Lakes National Park" and "Google". Below the search bar, the results are listed under the heading "Web". The first result is "Waterton Lakes National Park information Guide, Alberta, Canada" with a description: "Start planning your Alberta Vacation Here! The leading travel directory for Waterton Glacier International Peace Park, and Southern Alberta, Canada." Below this are several other results, including "Photo Gallery of Waterton Lakes National Park, Alberta, Canada", "Tourist Guide for Waterton Lakes Park, Alberta, Canada", "Waterton, Alberta, Discover Waterton Lakes National Park, Canada", "Waterton Hotel Directory: Hotel & Motel listings for Waterton, Alberta", and "Parks Canada - Waterton Lakes National Park, of Canada". Each result includes a brief description and a link to the website. The page also shows the Google logo, search bar, and navigation links like "Web", "Images", "Videos", "Maps", "Books", "Scholar", "Gmail", and "More".

Google

Web Images Videos News Maps Books Scholar Gmail

Search: Waterton Lakes National Park

Web

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.watertonlakes.com](#) - 100 - 12 Jun 2017 - 100% - 100% - 100% - 100%

Photo Gallery of Waterton Lakes National Park, Alberta, Canada
Actively moderated, arranged as a thumbnail photo gallery reviewed by Waterton Park Information Services.
[www.watertonlakes.com](#) - 100 - 12 Jun 2017 - 100% - 100% - 100%

Tourist Guide for Waterton Lakes Park, Alberta, Canada
Waterton Lakes National Park's majestic mountain scenery, mountains along, forest and fauna are part of why this is a world heritage Great destination.
[www.watertonlakes.com](#) - 100 - 12 Jun 2017 - 100% - 100% - 100%

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](#) - 100 - 12 Jun 2017 - 100% - 100% - 100%

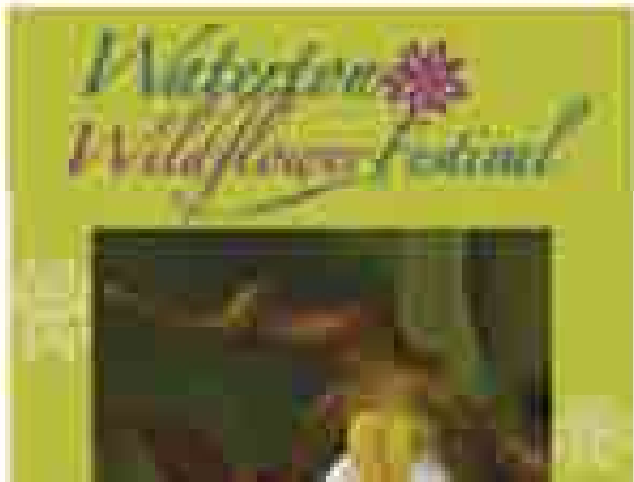
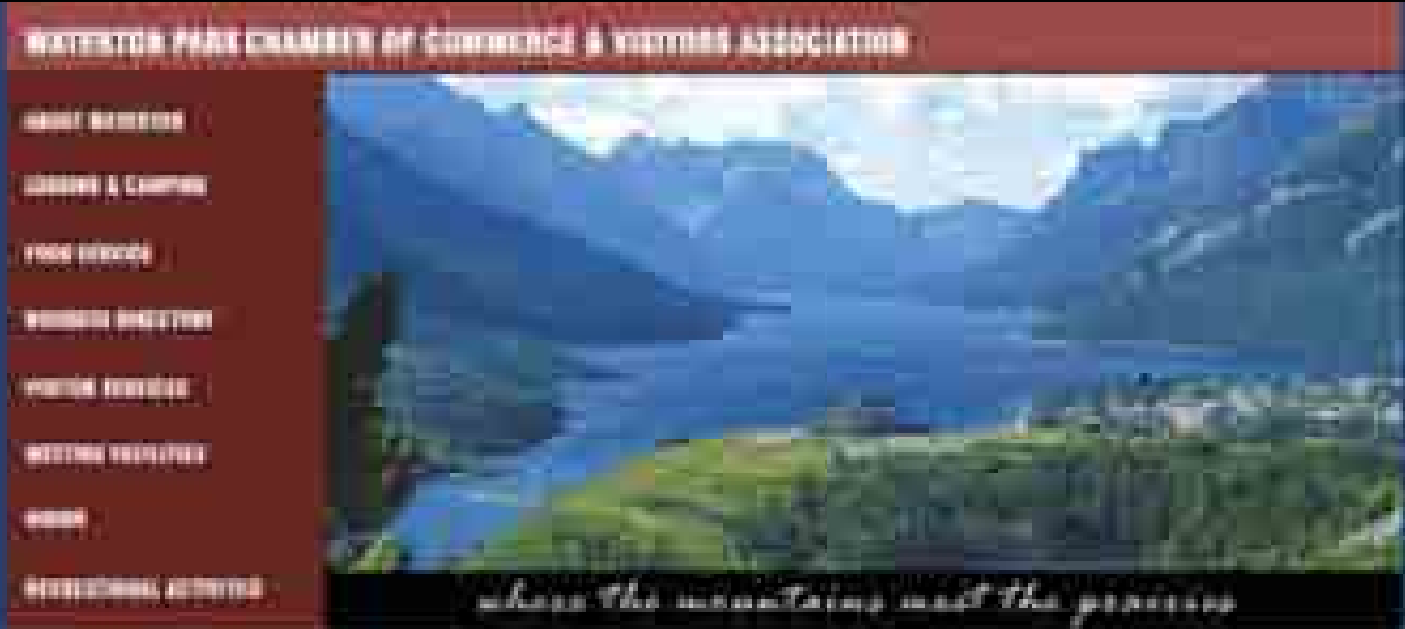
Waterton Hotel Directory: Hotel & Motel listings for Waterton, Alberta
Waterton hotel directory. Find a complete list of properties with descriptions, rates and more for hotels in Waterton, Alberta.
[www.watertonlakes.com](#) - 100 - 12 Jun 2017 - 100% - 100% - 100%

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.parks.ca.gov/index.cfm?cid=100&lang=eng](#) - 100 - 12 Jun 2017 - 100% - 100% - 100%

Waterton Park Chamber of Commerce and Visitors Association
Information on activities, shopping, and dining in Waterton-Glacier International Peace Park.
[www.watertonlakes.com](#) - 100 - 12 Jun 2017 - 100% - 100% - 100%

Suggestion: Why Waterton, Pick your season, Pick your passion. Focus on things to do before "food service" - should be "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.



[ABOUT WATERTON](#)

[LEASING & CAMPING](#)

[FOOD SERVICE](#)

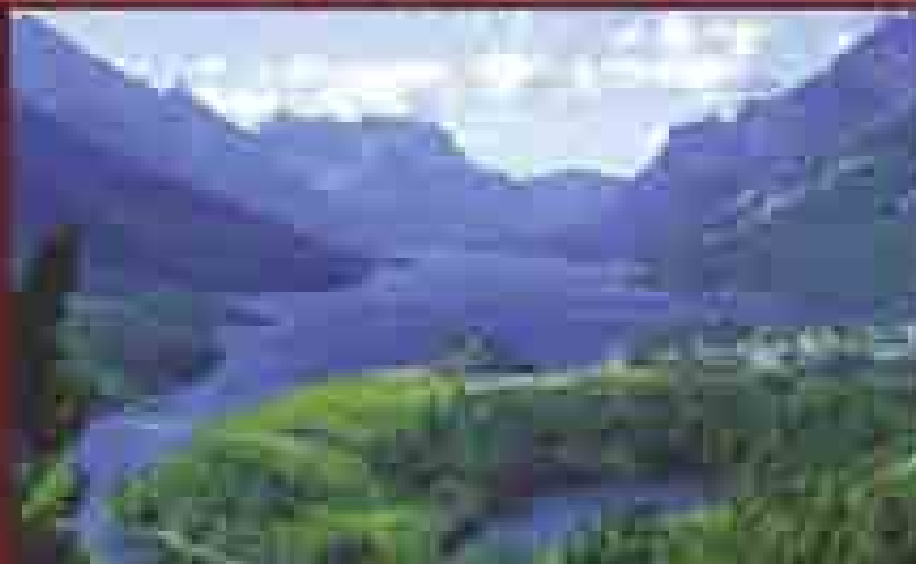
[SPECIAL EVENTS](#)

[WEDDING SERVICES](#)

[WINTER ACTIVITIES](#)

[HOME](#)

[RECREATIONAL ACTIVITIES](#)



where the mountains meet the prairie

About Waterton

Special Events Sampler

"Run for the 49th" - Waterton Wheels Show & Shine
 Sunday August 26, 2007

Old cars, new cars, trucks, motorcycles and the ever popular muscle cars on display at the Waterton Recreation complex, baseball diamond. For registration information call RATS in Waterton Park - 403-859-2266

Where the Mountains Meet

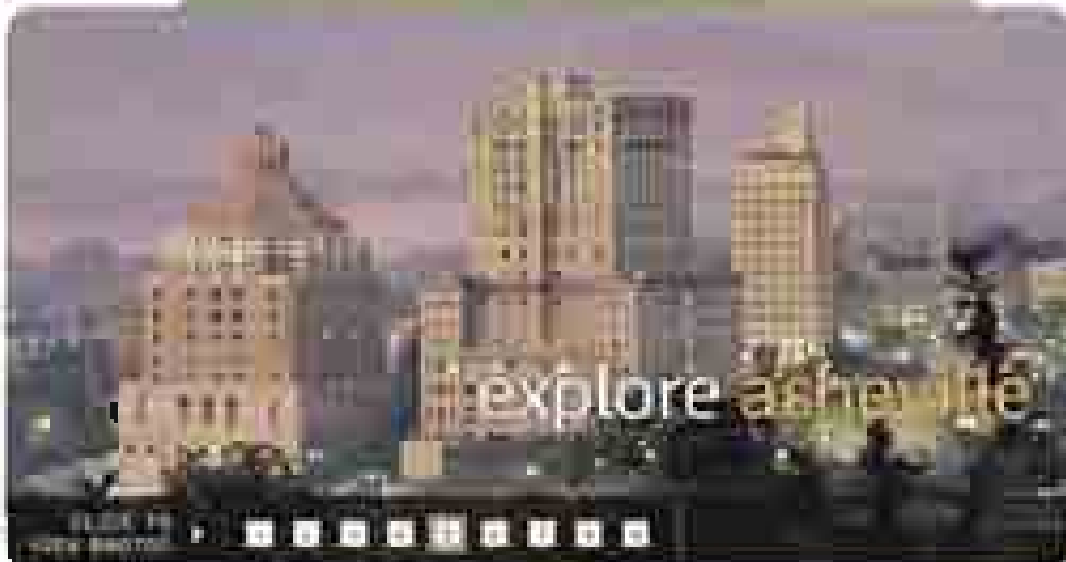
The Prairie in Waterton, some of the most ancient mountains in the Canadian Rockies abruptly meet the grasslands of the great plains prairie. Located near the narrowest point in the Rocky Mountains, several natural regions meet with stunning natural results!

Wildflowers

Waterton is extraordinarily rich with wildflowers. More than 50% of all wildflowers found in Alberta including many rare species, bloom in Waterton in the spring and summer. Big grass is Waterton's signature plant. The Waterton Wildflower Festival is 10 days of special events and guided excursions to see, photograph and delight the more than 200 plant species that call Waterton home. June 17 - 26, 2006

ALL THE BEST OF ASHEVILLE, COMING TO A SCREEN NEAR YOU

- Explore Asheville
- Build Your Itinerary
- Calendar of Events
- What To Do
- Where To Stay
- Where To Eat
- Arts & Theater
- Getting Around
- Free Visitor Guide
- Responsible Travel



FREE Visitor's Guide
 Free and downloadable

Asheville is a place unlike any other on earth. Here, nature and spirit abound every corner. Living your dream with art, adventure, adventure and culture that mix tradition with modern, classic with country, elegant with casual. It's all here with a mountain view to the north of town. Discover the Blue Ridge Mountains. A 5000-foot journey that goes only better here. In Asheville, North Carolina. www.asheville.com

Open

Asheville is a place where you can find it all. From world-class dining to outdoor adventures, there's something for everyone. Discover the best of Asheville, North Carolina.

play

Discover the best of Asheville, North Carolina. From world-class dining to outdoor adventures, there's something for everyone. Discover the best of Asheville, North Carolina.

eat

Discover the best of Asheville, North Carolina. From world-class dining to outdoor adventures, there's something for everyone. Discover the best of Asheville, North Carolina.

stay

Discover the best of Asheville, North Carolina. From world-class dining to outdoor adventures, there's something for everyone. Discover the best of Asheville, North Carolina.

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

Remington Carriage Museum

- Family Highlights
- Family Fun
- Site Information
- Special Events
- Education Programs
- Site Map
- Events
- Links



The largest collection of horse-drawn carriages in North America

Open Year Round 7 Days a Week

Take a step back in time and experience life in the 19th century as reflected in its culture, its work and play.

Links

Discovering Carlton and Area

- Town of Carlton - www.townofcarlton.ca
- Alberta Temple - www.albertatemple.com
- Great Canadian Barn Dance - www.greatcanadianbardance.com
- Watson Lakes National Park - www.watsonlakes.ca
- Mountain to Mountains - www.mountaintomountains.com
- Carriage House Theatre - www.carriagehousetheatre.com

Discovering Alberta

- Travel Alberta - www.travelalberta.com
- The Cowboy Trail - www.thecowboytrail.com
- Trail of the Great Bear - www.trailofthegreatbear.com
- Discover Alberta - www.discoveralberta.com
- Alberta South Tourism Destination Region - www.albertasouth.com
- Chinook County Tourist Association - www.chinookcounty.com

Other Historic Sites and Museums

- Head-Starters in Buffalo, Lure - www.head-starters.com
- Frank Side Interpretive Centre - www.frankside.com
- Alberta's Provincial Historic Sites - www.albertahistory.com
- Alberta's Museums Network - www.museumsalberta.ca
- Books: Aqueduct of the Eastern Irrigation District site - www.aqib.ca
- Books: Aqueduct 360 Degree Tour - www.aqueduct360.com
- Saskatchewan Western Development Museum - www.westernmuseum.com

Tip

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

Visit
1-800-368-3683

Live
1-800-368-3683

De Zwaan
1-800-368-3683

The Town Hall
1-800-368-3683



1-800-368-3683





- Home
- About Us
- Admissions
- Academics
- Student Life
- Financial Aid
- Faculty
- Research
- Alumni
- Partners
- Media
- Accessibility
- Emergency
- Privacy
- Terms

Home > **Academics** > **Undergraduate Programs** > **Business Administration**

Undergraduate Programs

Our undergraduate programs are designed to provide students with a strong foundation in business administration. The Bachelor of Science in Business Administration (BSBA) program is a four-year program that prepares students for careers in business. The program includes courses in accounting, finance, marketing, and management. Students who complete the BSBA program will be well-prepared to enter the workforce or pursue graduate studies.



Business Administration

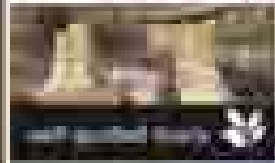
The Bachelor of Science in Business Administration (BSBA) program is a four-year program that prepares students for careers in business. The program includes courses in accounting, finance, marketing, and management. Students who complete the BSBA program will be well-prepared to enter the workforce or pursue graduate studies. The program is accredited by the Association to Advance Collegiate Schools of Business International (AACSB).



Drumheller Heart of the Canadian Badlands

3 things to do | 3 places to stay | 0 about Drumheller | 0 how to visit | www.troyanddrumheller.com

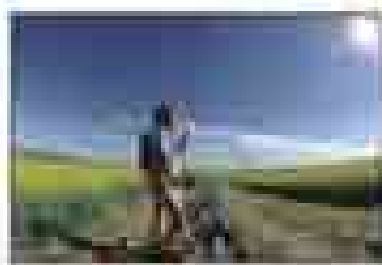
Home | 100 map | 11 family events | 11 rock & pool | 10 quantum | 1 music & art



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

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

[click here to find and book Drumheller hotels online!](#)



About Drumheller
fossil | geology



Surrounding Towns



Famous Attractions

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.

intimate

inviting

intoxicating

incomparable

Yosemite this winter

information & incentives: yosemitethiswinter.org

POINT Sell the sizzle (no pun intended)

You're Getting
Warmer.



Worship the sun, anytime of year. Tucson's fabulous weather makes
any day the perfect day to treat yourself to our spectacular outdoors.

Explore miles of unbelievably hot desert and stunning mountain trails,

play golf, dine alfresco or just kick back by the pool. Go to www.WorshipTheSun.com

and start planning your perfect winter vacation warm up.

1-888-2TUCSON | Metropolitan Tucson Convention & Visitors Bureau

Tucson 
Real. Natural. Arizona.

THE MOST IMPORTANT "TO DO" ITEM

Start your site with "Pick Your Season"
then "Pick Your Passion."

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

Success Begins With a Good Architect

The rule of planning



Tourism Development & Marketing Plan



ROUND ROCK TEXAS
PLANNING HISTORIC PRESERVATION



Approved by
City Council
Round Rock, Texas

November 15, 2001

Create a Regional Branding, Development & Marketing Action Plan:

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

What a great place to visit. There's no reason why this should be limited to such a short visitor season.



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



Destination
Development, Inc.

www.destinationdevelopment.com