

## Great Stories make the Campfire Memorable

### The rule of Telling Stories

#### Suggestion:

The average museum visit lasts between 20 and 40 minutes. If you can captivate the visitor for two hours, spending will increase - another meal, another gift purchased.

Museums must tell stories to captivate visitors. Displaying artifacts, presenting facts and figures are simply not all that fascinating to most people. But if there is a story behind the artifact, then you capture the visitor's imagination and emotions.

Visitors really do not care who donated various items.

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



The story of Barbwire Johnny (below) was exceptional and I spent more time reading this fascinating story than I did wandering around the museum. Incorporate as many stories as you can into the exhibits.

Explain to visitors how cold it got in the winters, how they survived during those months, what their relationships were with aboriginal people, what they did for a living, what family and school life was like.

The Pioneer Village easily over-delivers. Use photography on Websites and brochures. This is undersold - we hadn't expected to find such an enjoyable and delightful "museum". Refer to it as a "village" and not a "museum."



## ASSESSMENT AND SUGGESTIONS

### Suggestion:

Wherever possible convert parks to plaza areas for events, or even a permanent open air market. The beautiful park (bottom left) could be developed into a plaza area - still a park, but with multiple uses beyond what a traditional park can accommodate.

### Suggestion:

The mansion is beautiful from the outside, but has little to offer visitors. Consider moving the gallery downtown or to the Visitor's Center. The building seems to be more of an office complex than a visitor attraction. The sign (top right) should be designed to fit the era to reinforce the mansion's historic significance.

While it's a magnificent building, it should be considered more of a local preservation project than a tourist attraction.



## Some Branding Notes

### PINCHER CREEK

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

The problem:

You should never start with a slogan. Decide what you want to be known for, then run the idea through the feasibility test. Developing the slogan and logo are far down the list of priorities.

### POSSIBLE BRANDS

The overall brand for the region:

“The Rocky Mountains of Southern Alberta.”

The body text:

“Where the Rockies melt into the Porcupine Hills of the famed Cowboy Trail, and then into the rolling hills of the beautiful Alberta prairie.”

The brand for Pincher Creek:

- “The Hub of the Southern Alberta Rockies”
- “The provisioning headquarters for the Southern Alberta Rockies”

Possibilities for other communities:

- Claresholm: Equestrian Hub to the Cowboy Trail/Porcupine Hills
- Hill Spring/Glenwood: Life on the Prairie
- Waterton: The Gem of the Canadian Rockies
- Cardson: City of Carriages
- Fort Macleod: Music Theatre Capital of the Canadian Rockies

Brands need to be:

- 1) Experiential: Wrapped around things to do, not things to look at
- 2) They need to set you apart from everyone else (outdoor recreation is the most overused brand in the world)
- 3) They need to be specific. Find your niche and promote it like crazy.
- 4) They must be obvious throughout the community
- 5) They need to have everyone pulling in the same direction in order to be successful.
- 6) They need to be based on product, not marketing



## ASSESSMENT AND SUGGESTIONS



### Suggestion:

If you choose as your brand “Through the Ages,” it must be well done, not “schlocky.” It must be authentic. The top right and bottom left photos are two diners that fit a retro 1950s and 60s theme. The top left photo is of Jackson, Wyoming, the “Home of Western Art.” There are 85 galleries downtown (population 12,000) and the community hosts nearly four million visitors a year.

Challenges with the western brand:

- It is overused
- The focus should be narrowed:
  - Old west
  - Victorian (Fort Macleod)
  - Music and entertainment
  - Equestrian and rodeos
  - Art and lifestyle
  - Ranch vacations, mountains, wildlife
  - Cowboys and Indians

## The Areas Around Pincher Creek

### Suggestion:

Beaver Mines is a great little community. Good sign (top, right). It should be straightened and cleaned to keep it fresh.

We concluded that Stella's is out of business. (bottom right) Never just say "Closed," if you are still in business. Post your hours of operation. Add hanging baskets and planters - that helps you look like you are still an operating business.

Beauvais Lake - one of the many lakes in the region - is beautiful but not unique to the area, but a good diversionary activity.



## ASSESSMENT AND SUGGESTIONS



### Suggestion:

This is a nice store with friendly people (top left). Add some visitor information about the area here. It is a good stopping point. Promote washrooms, if you have them.

At Beauvais Lake, add visitor information other than just rules and regulations. Cross sell other parks, attractions in the area. Keep the brochure holder stocked, because people often need to take maps and info with them. It was empty both times we went back over a period of three weeks.

It is a beautiful spot. Work on a professional photo library. Nothing sells tourism like great photography.

## ASSESSMENT AND SUGGESTIONS

### Suggestion:

This is the best little country store in the region (top, right). Great food in a down-home-cooking style and atmosphere. Do not change a thing, because it is entertaining and fun. This is one of the many “Hidden Gems of the Southern Alberta Rockies” that needs to be compiled into a book of gems.

Payne Lake is another nice lake. The road is rough coming in, however.



## ASSESSMENT AND SUGGESTIONS

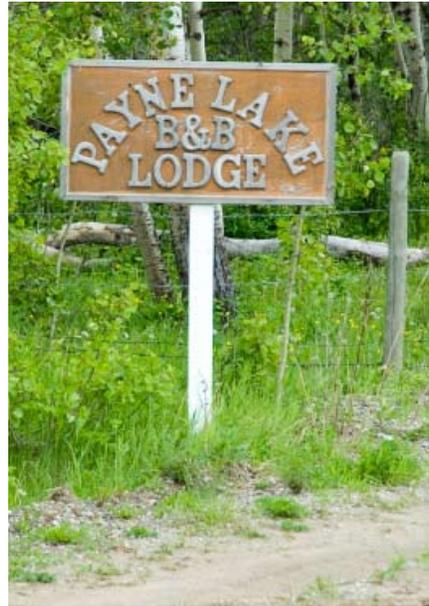
### Suggestion:

Nice that there is a B&B here. The sign is easily missed. (top near right)

Warning: This B&B is best for people in SUVs or high clearance vehicles. Recommend grading the road to make it more accessible. I nearly got stuck even during dry weather.

It does not look like it is an operational B&B after all. We were told it is (just) getting ready to be a lodging facility, so they might want to add signs with that information. There was no information at all at the site.

We found nothing for visitors at Spread Eagle Road. (top far right)



## ASSESSMENT AND SUGGESTIONS

### Suggestion:

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

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



## ASSESSMENT AND SUGGESTIONS



### Suggestion:

The Bloomin' Inn was almost impossible to find - even with maps. We finally found it - and the gorgeous entryway. It was a very nice place. This should be included as part of Pincher Creek's wayfinding system and is another one of the "gems" of the Southern Alberta Rockies.



## ASSESSMENT AND SUGGESTIONS

### Suggestion:

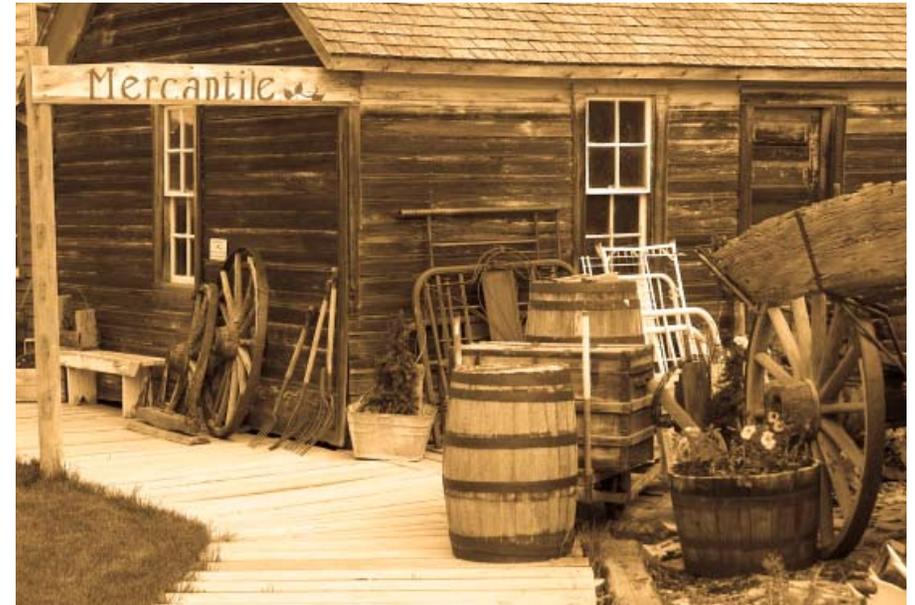
Now this is how to build a brand. Authentic and very cozy. What an excellent job!

Include some signs (bottom left). Where is the office? Registration? Cabins? Park areas? Trails? When is the store open?

This place is “under-marketed.” Put a photo library or slide show as part of the Website. Sell the experience. It is a lot more than just lodging facility.



## ASSESSMENT AND SUGGESTIONS



### Notes:

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

This looks like it's right out of the history books.

## ASSESSMENT AND SUGGESTIONS

### Suggestion:

This was a recommended place to eat, but it is not open often enough (right) to be marketed to visitors unless the operational hours are disclosed.

At Heritage Acres, we saw the sign for the next show to be held August 4 and 5. But what is the show? We had a hard time figuring out what Heritage Acres is or does. There were no clear signs or information.

### Suggestion:

The entrance sign is great (below). Suggest mowing the lawn so visitors can see the sign. Is it open to the public? When? Give more information.

Is the Heritage Acres General Store ever open? (bottom left)

We could not find any information about the place, just about the bluebirds (bottom right). Provide information and a map and hours of operation.

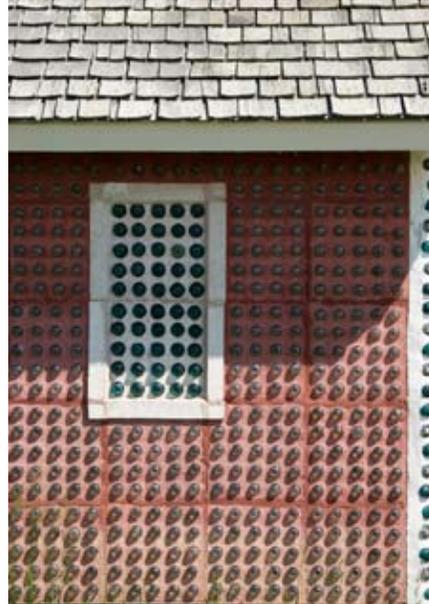


## ASSESSMENT AND SUGGESTIONS

### Suggestion:

Good directional signs to the Rock & Fossil Museum - including hours. Good job! How much is the admission? Let people know.

These structures are fabulous (right, left and right bottom). Consider adding interpretive displays and information. Can we walk inside any of them to see the light come through? Is there a charge? Where do we go for information?



## MARKETING ASSESSMENT

### Suggestion:

We felt like we were intruding into someone's home here (bottom left) at the Rock and Fossil Museum. Consider posting a sign: "Museum to left of house. Don't be shy. Come on in!"

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

Great gateway sign. It does a good job of reinforcing the "brand." (bottom right)



# Marketing Assessment

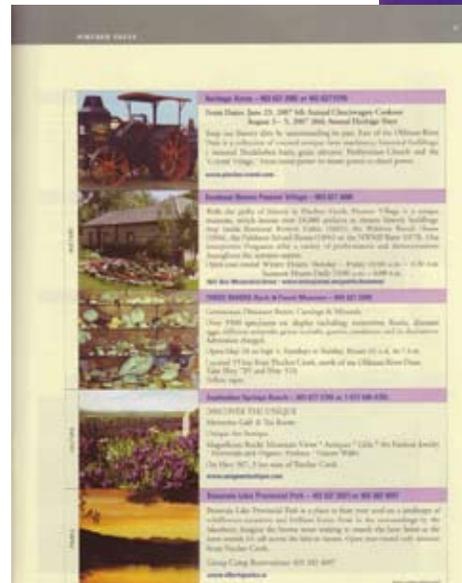
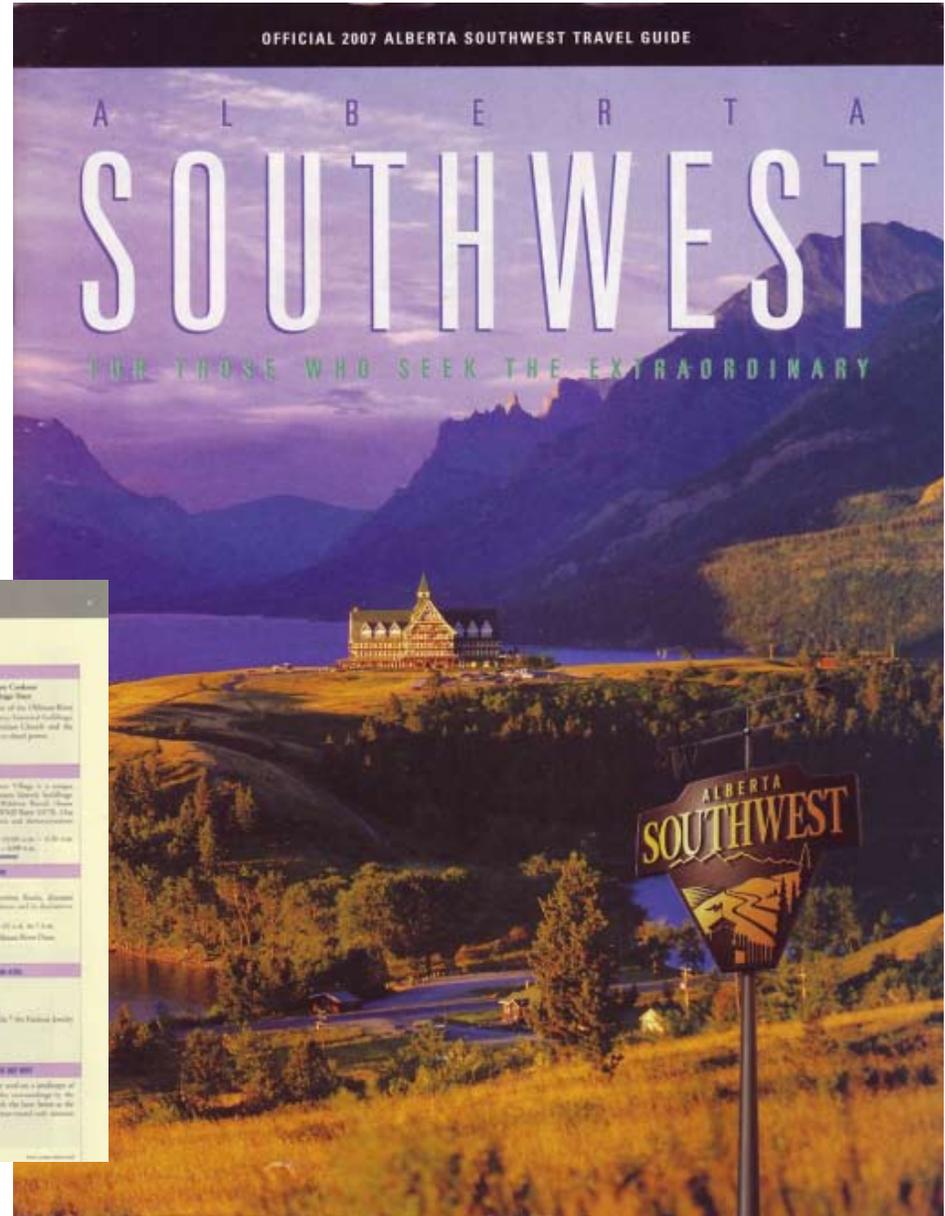
**Suggestion:**

Alberta Southwest is the class act of all the guides. It has:

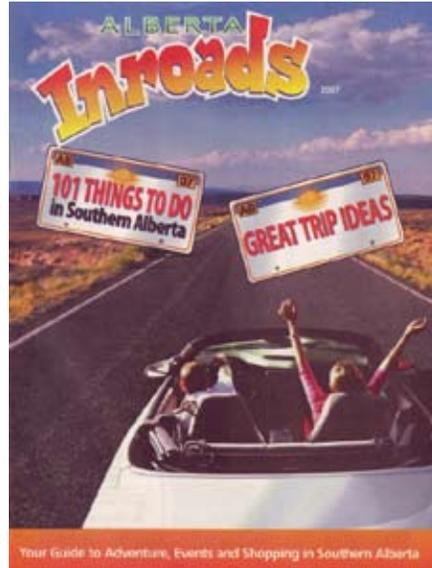
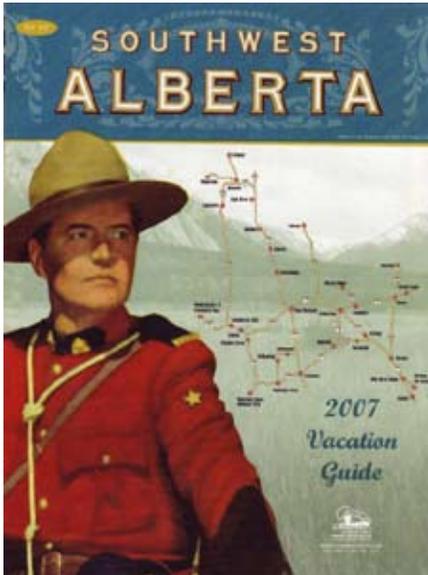
- Stunning photography
- Great maps
- Excellent teasers
- Partners instead of advertisers

Suggest changing the focus to “pick your season, then pick your passion.” Create routes by type of experience and type of travel - create detailed itineraries, highlighting specific sites to see and things to do.

This is one of the best guides we have seen - period. It needs more specifics, but overall, it does an excellent job of “closing the sale.” Other guides should take note and follow this example.



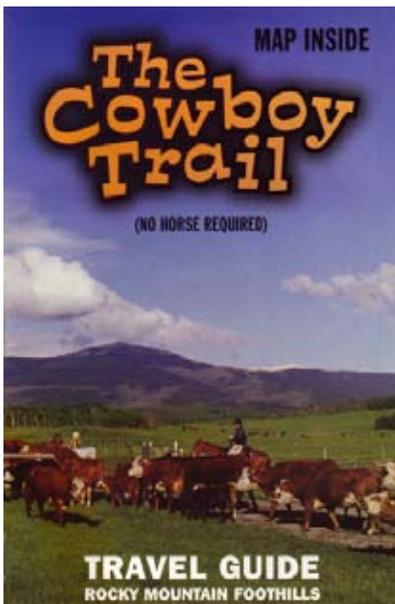
## MARKETING ASSESSMENT



### Suggestion:

A huge area is covered in the Trail of the Great Bear (near left), and the focus is on outdoor recreation, wildlife, and scenic vistas.

This is important in keeping the Rocky Mountains the “premier” North American mountain range. Work is in progress on making specific routes, and in identifying specific regions along the way.



### Suggestion:

The Cowboy Trail is a great guide (left) for the western ranch experience. Its focus:

- Ranch vacations
- Wildlife viewing
- The porcupine hills area

Southwest Alberta 2007 Vacation Guide (top left) is about cities. If you are going to a certain city, this is a great resource. What is Chinook Country? And could you combine Southwest Alberta with Alberta Southwest? All the layers and geography designations make it confusing and more difficult to plan a trip to the region.

Alberta Inroads (top center) is a great idea. It revolves around activities - things to do, not just places to see. Suggest organizing it as a tour - by experience, then location. Develop itineraries by type of activity. It was difficult to use because there was no organization by type of experience or even geographic location.

# Don't Let Your Last Opportunity Become a Lost Opportunity

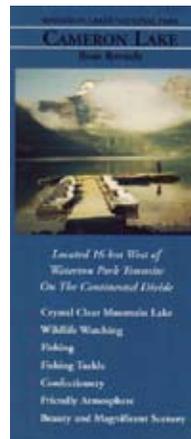
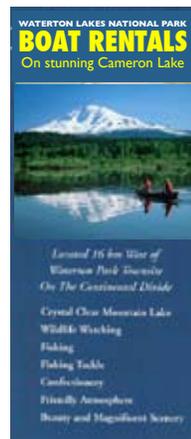
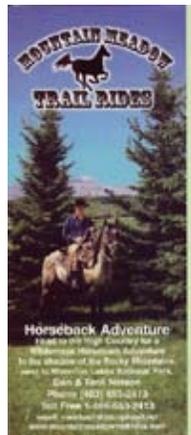
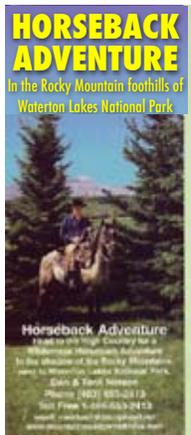
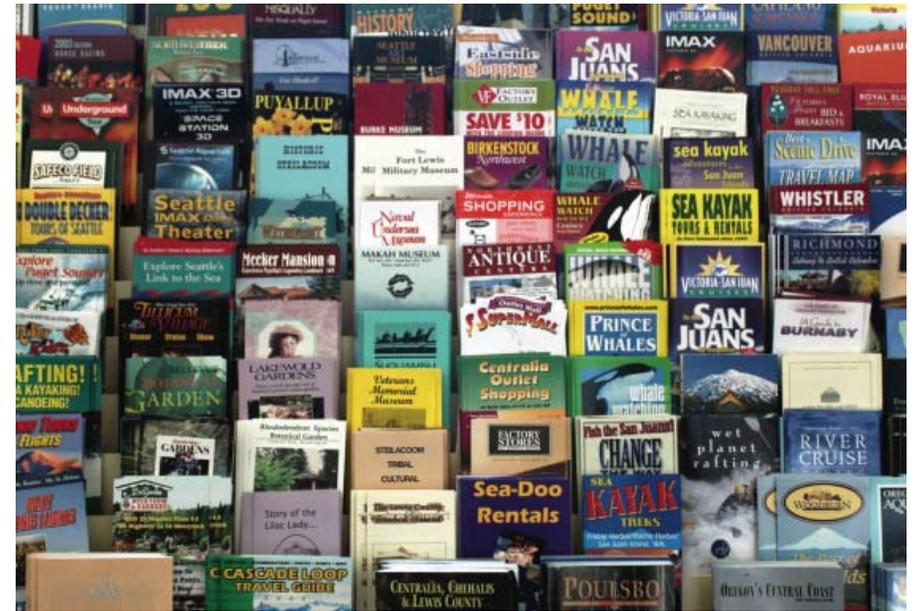
## The Rule of Closing the Sale

### Suggestion:

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

The top three inches of your brochure are critical. Use yellows on a dark background to stand out in a brochure rack.

Note how making a few simple changes to the covers of the brochures below makes them stand out. Changing the headlines from black text to yellow, and promoting the activity, makes them much more appealing.



## MARKETING ASSESSMENT

### Suggestion:

Tell the visitor WHY they should come to Pincher Creek or to your ranch, resort, or attraction. Jettison the generic. Be specific about what makes your place special.

Start with “Pick your Season,” then “Pick your Passion.”

Sell the experience - not the place. Tell me what you have or who you are - tell me why I should visit you.

See the difference in Fredonia, NY’s two brochures? (top right) “A Picturesque Victorian Village, set among the vineyards” sells the experience first; as opposed to “Welcome to Fredonia, NY,” which sells the name of the town. Always sell the experience first.

The Houseboat from Hell brochure is very effective, really grabbing readers’ attention. Since it’s from Hell’s Canyon, Idaho, the play on words is great. Inside the brochure are all the reasons why Hell’s Canyon is the place to vacation, and why the houseboat is the best way to enjoy it.

**C**ome and experience a relaxed and enjoyable family vacation, for up to 8 people, that you personally customize.

**STUTZMAN HELLS CANYON GUIDE SERVICE** will individually tailor your vacation, to assure you will experience the majestic beauty of the Hells Canyon National Recreation Area from Copper Field Park to the Hells Canyon Dam. Cruise the tranquil Hells Canyon Reservoir aboard the fully equipped, 55 foot Myach Houseboat “Kinsey Ann”.

Hells Canyon is the deepest gorge in North America and is surrounded by awe inspiring mountains that form the boundary between Idaho and Oregon. The Hells Canyon area is breathtaking, from the quiet calm of early morning to the peaceful cool evenings by the campfire.

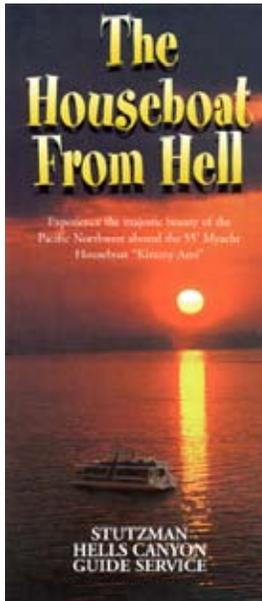
But don't let the name fool you: Hells Canyon is really a slice of heaven. From the moment you step on board, comfort and relaxation will be undefined. As you cruise the placid waters of Hells Canyon, pause for a refreshing swim to catch that night's dinner, which we will be happy to prepare for you.



# The Houseboat From Hell

Experience the majestic beauty of the Pacific Northwest aboard the 55' Myach Houseboat "Kinsey Ann"

**STUTZMAN HELLS CANYON GUIDE SERVICE**




More than 400 years old in Hell's Hell, and from there to a boat above in our location. We can even arrange to pick you up at the airport. If you prefer.

**HOUSEBOAT ACCOMMODATIONS**

- Air conditioning
- Meals
- Sleeping quarters (bedding & linens included)
- Full bathroom facilities
- Equipment repair and crew service (at boat)
- Fishing rods and landing equipment

**ACTIVITIES**

- Fishing
- Small Motor Boat - Copper River - \$100 - Cash
- Small Motor Boat - Copper River - \$100 - Cash
- Island Game Bird Hunting
- Kayaking and Canoeing
- Sight Seeing

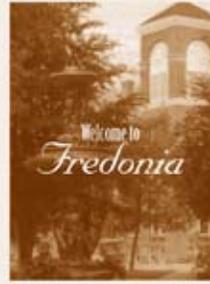
**STUTZMAN HELLS CANYON GUIDE SERVICE**

Contact us at 541-742-4828  
and start planning your personalized vacation of a lifetime

PO, Box 733  
96546 Fish Lake Road  
Halfway, OR 97834  
Email: stutz@pinetree.com  
www.hellscanyonvacation.com

## A Picturesque Victorian Village

Set Among the Vineyards of Western New York



Welcome to Fredonia

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

"A Timeless Treasure"

## Welcome to Fredonia, NY

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



Barker Commemorative Hall  
Photograph by Jim Kelly

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

**Fredonia...Timeless...Treasure**  
Relax in a Gorgeous Victorian Village

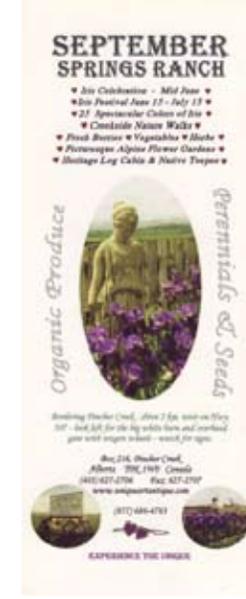
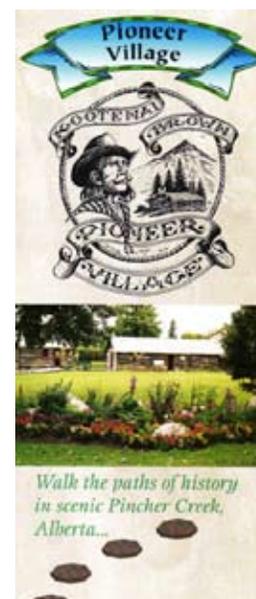
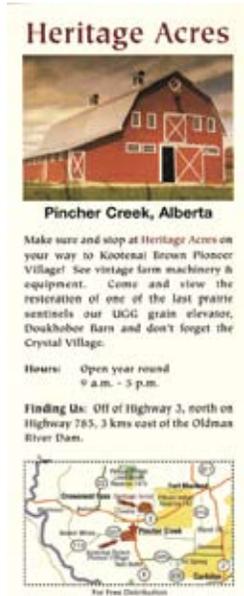
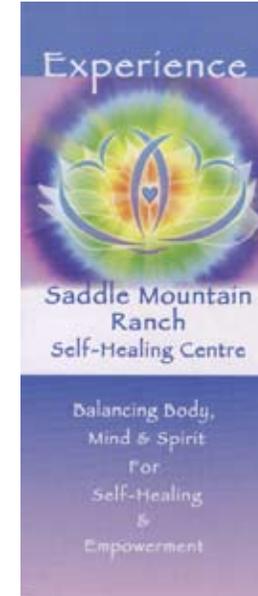
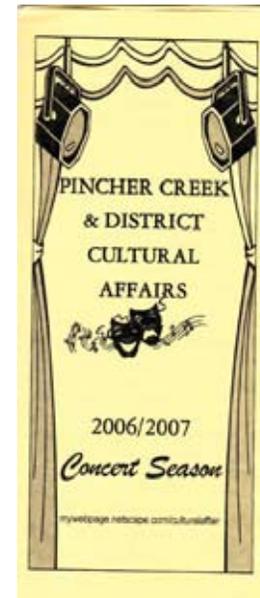
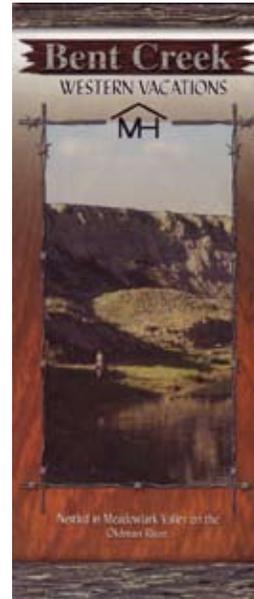
## MARKETING ASSESSMENT

### Suggestion:

Once you have a “brand” in place, all the marketing materials should reflect the same look at appeal so they tie together.

Consider creating an Activities Guide where all of these, and others can be marketed in a single guide, rather than sending out dozens of brochures, fliers, rack cards and other marketing materials.

The following page shows an example of this.





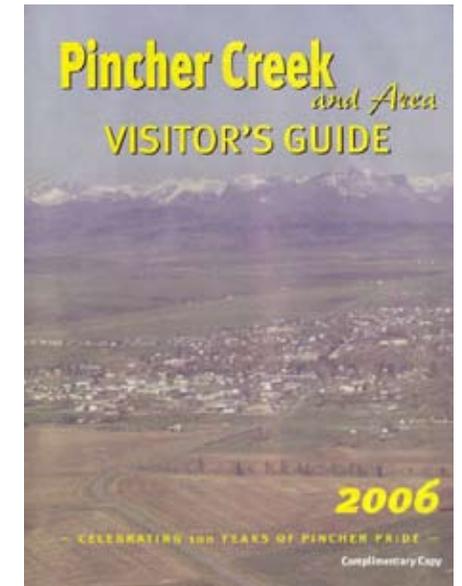
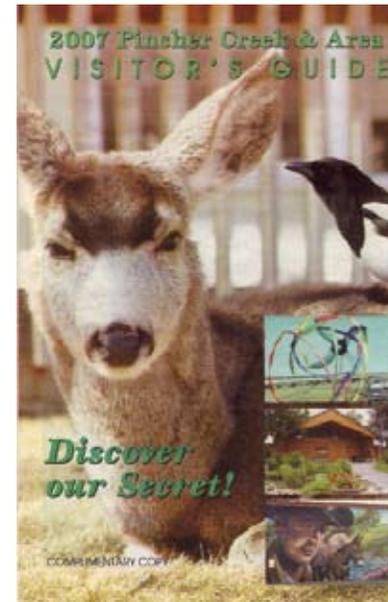
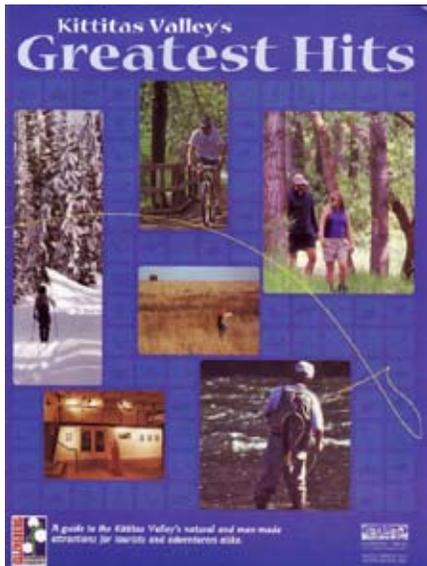
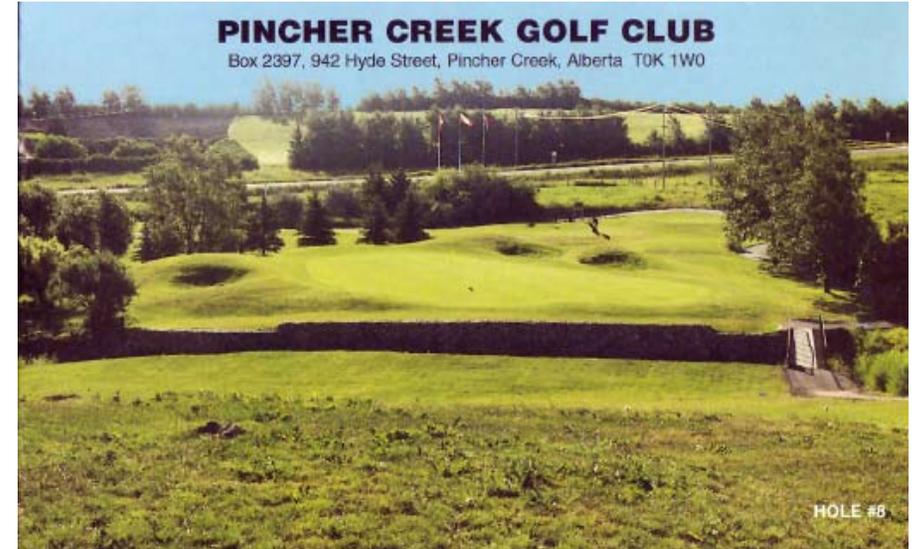
## MARKETING ASSESSMENT

### Suggestion:

Nothing sells golf like photography. Consider using better photos to promote the course. No roads or power lines should be in the pictures (top, right).

Make sure the covers to your visitor guides pull people (bottom right). Neither of these is exceptional or unique to Pincher Creek in terms of selling experiences.

A good example of how to promote experiences can be found in Kittitas Valley's Greatest Hits brochure. They have selected some of their specific businesses and attractions, and highlight them in the brochure - not as a list, but by giving good descriptions, with specifics, that really sell each attraction.



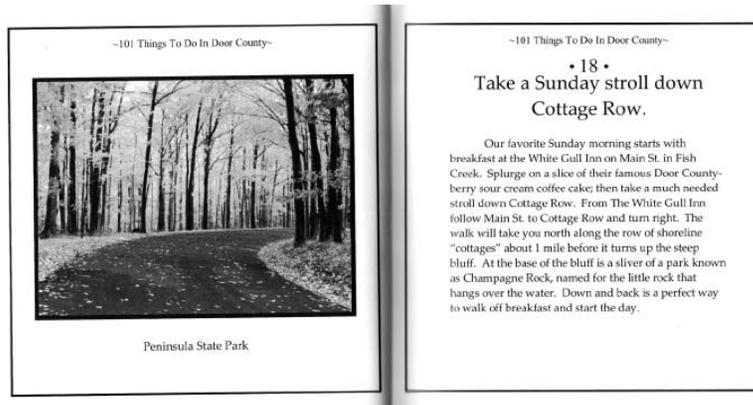
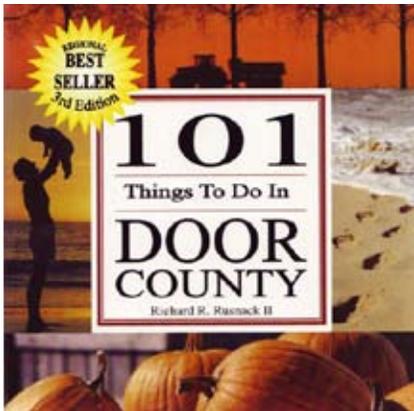
## MARKETING ASSESSMENT

### Suggestion:

Work with regional tourism folks to create the “Hidden Gems of Southern Canadian Rockies,” similar to the “101 Things to do in Door County.” (below) Each hidden gem should be something unique and very specific. Visitors are interested in things to do, and want unique experiences - things they can not do close to home.

Market your specifics - what do you have that is special? Is there a coffee shop that makes the best apple pie around? Promote that pie - describe it in detail to make people’s mouths water. Evoke emotion, market your unique activities, and visitors will come.

An excellent idea for a marketing tool that works successfully for this merchant (Sisters, Oregon, top right) is this “Hint Hint” card. Visitors can use the card to write down special pieces of merchandise, then give the card to a loved one as a “hint” for a special gift. The store receives a lot of business after visitors are “long gone,” through the use of this little card.



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 97751