



Battlefords Tourism and Fort Battleford National Historic Site tradeshow booth at Agri-Mex.

Marketing

Happy Anniversary!

Battlefords Tourism's *Eye on Tourism e-Newsletter* is celebrating its One Year Anniversary! Officially launched in April 2010, the e-newsletter has grown in content and popularity. We strive to report on the monthly happenings at Battlefords Tourism and keep our members up to date. We appreciate your feedback, if you have any suggestions for content please contact us.

Best of the Battlefords Photo Contest

Starting May 2nd, the City of North Battleford and Battlefords Tourism will be launching "The Best of the Battlefords" Photo Contest. The 2nd annual contest will have a new look, different categories and great prizes! Categories include: Sports & Recreation, Architecture, Urban Life, Events and Battlefords Vacation. All entries will be received online at either www.battlefordstourism.com or www.cityofnb.ca. Please check back often for updated information.

HOST Saskatchewan Conference

The 4th Annual HOST Saskatchewan Conference and Tradeshow will take place at TCU Place in Saskatoon starting April 19th. The two day conference will feature workshops, networking opportunities, a gala evening and tradeshow. Keynote luncheon speaker is Roger Brooks, founder and CEO of Destination Development International. To register or for more information please visit <http://www.hostsask.com/>

Saskatoon Sports & Leisure Show results

Several attendees expressed an interest to travel to the Battlefords this year. High gas prices mean that many are looking for a destination within a couple hours of home and the Battlefords presented a good first choice. Approximately 200 people stopped by Battlefords Tourism's booth looking for a variety of information including: campgrounds, snowmobile trails, golf courses, skiing, parks and local attractions. Show attendance was 17,500; slightly down from last years' figures, however, overall feedback indicated that this market will be especially valuable to the Battlefords and area for 2011.

Visitor Guide Survey

Let us know how we did! 2011 Visitor Guides are currently being distributed and this is your opportunity to send us your feedback on the newly redesigned visitor guide. Please take a moment to provide us with your suggestions in a brief survey. * We have been getting some great feedback and ideas on how we can improve for next year – keep it coming, thanks!

Copy and paste this link into your browser - <https://www.surveymonkey.com/s/TSVBZR5>

Membership/Admin

"100% Best!"

Congratulations to RoseMarie Nyholt, owner/operator of Lakeview Lodge Bed & Breakfast and Battlefords Tourism Board of Director, for receiving the "100% Best" Award at the Annual SBBA Conference. The award represents a B&B operator whose excellence is reflected by having 100% of the comment cards from their business indicating "best" or "exceeded expectations" in every category.

Contact Us

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LISTEN: Tourism Radio 100.5FM

Board of Directors

- Claudia Baptiste – Chairperson
- Scott Whiting – 2nd Vice-Chairperson
- Laura Ruby Stade – Secretary/Treasurer
- Ray Fox – City of North Battleford Representative
- Susan McLean-Tady – Town of Battleford Rep.
- Jackie Starling - Director
- RoseMarie Nyholt - Director
- Jane Shury - Director
- Donna Challis - Director
- Denis Lavertu - Director
- Priscilla Farmer – Director
- Candice Brown - Director
- Marcus Miller - Director

Events: April 2011

Week One

- 1-2 4th Annual A Taste of Culture
- 1-2 Agri-Mex - Farm, Trade and Home Show
- 1-3 All Native Hockey Tournament
- 3 Music for the Soul - Winter Recital Series

Week Two

- 5-9 Battlefords Community Players
- 8-10 Chautaugua Dog Show

Week Three

- 8-17 Cochin Community Players

Week Four

- 29-30 Kinsmen Indoor Rodeo (and May 1)
- 29-30 Polkafest

For more information on these or any other Battlefords and area events, please visit www.battlefordstourism.com/events

Did you know?

March Inquiries by Origin

