

Feature Member

Business: Paisley & Polkadots

Owner: Vanessa Desrosiers

Member Since: 2010

Why did you become a member of Battlefords Tourism?

"I thought it would be beneficial to not only my business but to my customers as well to know what is happening with tourism in the Battlefords," says Desrosiers. Paisley and Polkadots has many visitors due to its visible location on 100th Street. Desrosiers also notes that another added benefit to becoming a member was the free listing in the Official Battlefords Visitor Guide.

What are some of your favorite Battlefords and area attractions?

"Most definitely the Western Development Museum – it's an opportunity to step back in time and learn about our history," replies Desrosiers. Some of her other favorite attractions include the lakes and area golf courses. When asked what attractions she would recommend to tourists Desrosiers says, "The WDM in the summer and Table Mountain in the winter".

Do you believe tourism has an impact on your business? How so?

"Yes, especially in the summer when there are plenty of visitors traveling through to the lakes," notes Desrosiers. She says that many will travel back to the city on rainy days to do some shopping or get groceries. Desrosiers points out that in addition to her regular customers, she noticed a fair number of visitors from the USA last summer visiting relatives or passing through the Battlefords.

What comes to mind when I say - 1 out of 7 trips taken in Saskatchewan are taken by Saskatchewan residents.

Desrosiers simply states, "We don't need to vacation anywhere else; we have it all right here". The Battlefords has some of the best lakes, camping, fishing and attractions.

Members are drawn at random. Battlefords Tourism has 90 members.

Membership/Admin

Visitor Guide Distribution

The 2011 Official Battlefords Visitor Guide is now available and will be distributed to 6,500 households around the Battlefords. Close to 7,000 copies will be distributed to member businesses, attractions and Visitor Information Centers throughout Western Canada. **Will you be hosting an event or conference in 2011? Copies of the visitor guide are available – please give us a call to make arrangements for your conference packages.**

Director's Corner

Name: Donna Challis, Chairperson

Director Since: 1995

What goals have you been able to achieve as Chair in the last 4 years?

As Chair of Battlefords Tourism we have been able to negotiate a funding agreement with the City of North Battleford and the Town of Battleford that stabilizes our base funding for a number of years. These two communities have been our partners from day 1 and their confidence in Battlefords Tourism is extremely rewarding. Secondly is our ever increasing presence in the minds of people planning on visiting or relocating to our communities. Our website particularly has grown and visits to our website are bringing results.

As a current board member, will you still be taking an active role in Battlefords Tourism (such as committees)?

I plan on continuing working with Battlefords Tourism as long as I can be of value. I particularly want to see the area of Convention and Events expanded. Some very good ground work has been done by Darla Conley. Battlefords Tourism and local hoteliers really need to pool their resources and go after more opportunities in conventions, sporting and cultural events. So I hope I can play some part in helping to make that happen. Putting more heads in the beds and more bums in seats at our hotels, restaurants and events can bring tremendous opportunities to every business in the Battlefords. To obtain a significant sporting, cultural or other kind of event in our community needs a special kind of collective effort, the time and the resources to go and get them.

What benefits to tourism have you seen as Chair?

Benefits of tourism - WOW - is that the people are enjoying Table Mountain, the sail boats on Jackfish Lake, the ice shacks dotted across the lake for the derby, someone walking on Finlayson Island or the smiling faces of families taking part in activities at the Fort or WDM. Is it seeing the campgrounds full of people enjoying Saskatchewan sunsets while in the Battlefords to take part in a baseball tournament or staying for a number of days to visit family and friends? Could it be just looking at the license plates from all over the country and knowing that Battlefords Tourism may well have had a hand in them visiting our community? I know many would say the big benefit is the economic spin off of all those visitors however I think it's all of the above and more.



Contact Us

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LISTEN: Tourism Radio 100.5FM

Marketing

Annual General Meeting

Battlefords Tourism's Annual General Meeting takes place on Wednesday, February 23 at the Western Development Museum starting at 7:30pm. All members and the public are welcome to attend. The meeting will cover the approval of financial statements, activity reports, presentation of business and marketing plan objectives, election of directors, member input session and a special presentation by Tourism Saskatchewan. Please RSVP by calling 445-2000 by Wednesday, February 16th.

Tourism Trends

Did you know that 1 out of 7 trips taken in Saskatchewan are taken by Saskatchewan residents (TSRC, 2008). Data received from Tourism Saskatchewan indicates that between January and December 2009, over \$25 million dollars was spent by visitors to the Battlefords (TSRC, 2009). In addition, 217,000 overnight visits were recorded in that same time period.

Visitor Guide Survey

Let us know how we did! The 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 and comments in a brief survey.

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

Events: February 2011

Week One

- 1-28 Films at the Fort
- 1-28 Snowshoeing at the Fort
- 2-6 2011 Sasktel Tankard Men's Provincial Curling Championship
- 6 6th Annual Aboriginal Storytelling Celebration

Week Two

- 10 Métis Child and Family Jiggers
- 11-13 Sweetheart Hockey Tournament
- 12 Frontier Mall Family Extravaganza
- 12 North West Horse in Harness presents Battlefords 4th Annual Poker Rally
- 12 SK Arm Wrestling Assoc. Circuit Tournament

Week Three

- 13 Music for the Soul 2011 Winter Recital Series
- 15-19 Battlefords Community Players
- 19 Jackfish Lake Ice Fishing Derby

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