

Feature Member

Business Name: Western Development Museum Heritage Farm & Village
Name(s): Wayne Fennig, Manager

On October 27, 1994, Battlefords Tourism was incorporated as a non-profit organization through the efforts of several individuals, including Wayne Fennig.

What changes have you noticed to the tourism industry in the Battlefords?

From the beginning, both the City of North Battleford and the Town of Battleford recognized the need for an organization that promoted and marketed the Battlefords and area. This recognition was not always evident within the community. Through public awareness, an understanding of the value and an appreciation for the need of this type of service was realized.

With the addition of Tourism SK and the Regions, there were more marketing dollars available and opportunities to form partnerships with industry members. The Battlefords has become a player in both provincial and national markets because of the increased opportunities within the industry.

How do you see the tourism industry evolving over the next ten years?

"Technology will take a leading role within the industry," says Fennig, there will be less and less paper marketing and more web based marketing. Web based marketing, including social media, is an effective means of communication – both inexpensive and reliable.

The Battlefords currently host a number of conference and events. How do you see this evolving over the next ten years?

"In order for conventions and events to evolve, we need at least two more full-service hotels," says Fennig. Fennig believes that by increasing the number of available rooms, the Battlefords will be able to meet the demand to host large scale conferences and events. "We are all going to win," adds Fennig.

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

Marketing

Trade Show

Battlefords Tourism will be attending the Western Canadian Agribition in Regina, November 22-27. Battlefords Tourism has been attending Agribition for over 7 years. It is an important show because it attracts a large rural audience and attendees from across North America.

Saskatchewan Tourism Awards of Excellence

The Saskatchewan Tourism Awards of Excellence were established to recognize and foster excellence in our province's tourism industry. The awards allow the industry to recognize those people, places, organizations and events that have gone above and beyond to offer superior tourism experiences to visitors and residents. The awards are presented annually at the HOST Saskatchewan conference. For a complete list of award categories or to nominate an individual or business, please contact Battlefords Tourism. Nomination deadline is January 28th, 2011.

Tourism Saskatchewan Fall Meeting

Tourism SK members are welcome to attend the Fall General Business Meeting on Wednesday, December 8th at the Delta Regina Hotel in Regina. To register please use the following link: <http://quest.cvent.com/d/gdq5sn/1Q>.

2011 Official Battlefords Visitor Guide

Advertising space is selling out quickly! To reserve your spot, please contact Karen at 445-2000.

Membership/Admin

NEW!!! All 2010-2011 memberships paid by December 31, 2010 are entered into a draw to win a STEC (Saskatchewan Tourism Education Council) credit - \$1000 VALUE!!! - \$500 contribution from Battlefords Tourism and matching amount from STEC. Members may use the credit towards the purchase of training products including online learning modules, workbooks or Service Best training. The credit will be valid for one full year. Battlefords Tourism strives to improve customer services in the Battlefords and area and as such, has partnered with STEC to try and achieve this initiative. A current list of STEC courses can be viewed at www.stec.com/training/workshops. If you have any questions about this campaign please contact Diana at 445-2000.

Welcome New Members!

Battlefords Tourism would like to welcome Dave Materi and staff at Crown Cab; Glenn and Lucille Lowes from Lowes Bed & Breakfast & Art Gallery on Jackfish Lake and everyone at Battlefords Agency Tribal Chiefs (BATC).



Contact Us

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LISTEN: Tourism Radio 100.5FM

Board of Directors

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Denis Lavertu - Director
Priscilla Farmer – Director
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Interview with a Board Member

Name: Jackie Starling

Organization: The Battlefords Provincial Park
Director Since: 2002

What is the single most important issue facing tourism in the Battlefords today? It is awareness of all that we have to offer in the Battlefords. Besides all the history associated with our community, we have numerous attractions and facilities for every season. We need to be advocates for our community and promote where ever we go, so we are not the best kept secret, but well known for what we have to offer. Battlefords Tourism works hard at promoting the area through marketing, tradeshow, website and various media avenues, but it is up to all of us to help promote the area.

What fun project would you like to see happening with Tourism in the Battlefords? I would like to see us do another passport promotion. I know we have done this before, but feel it is a good way to have the members of our community as well as tourists to the area visit our businesses and attractions and become more familiar with what they have to offer.

What Battlefords Tourism benefits does your organization use the most? I attended the Tourism Awareness Luncheon in June during Tourism Awareness week in The Battlefords.

Events: November 2010

Week One

6 Ducks Unlimited Dinner and Auction
6 Fiddle Contest
6 - 7 Mistletoe Craft and Gift Sale

Week Two

13 3rd Annual Battlefords Quarter Horse Cowboy Christmas Parade

Week Three

20 Musical Fall Fare
20 Historic Battleford Lions First Annual Men's Comedy Night Out
21 1st Annual Downtown Christmas Parade

Week Four

25 - 27 BUH Foundation Festival of Trees
25 - 30 Battlefords Community Players
26 - 28 Cochin Community Players