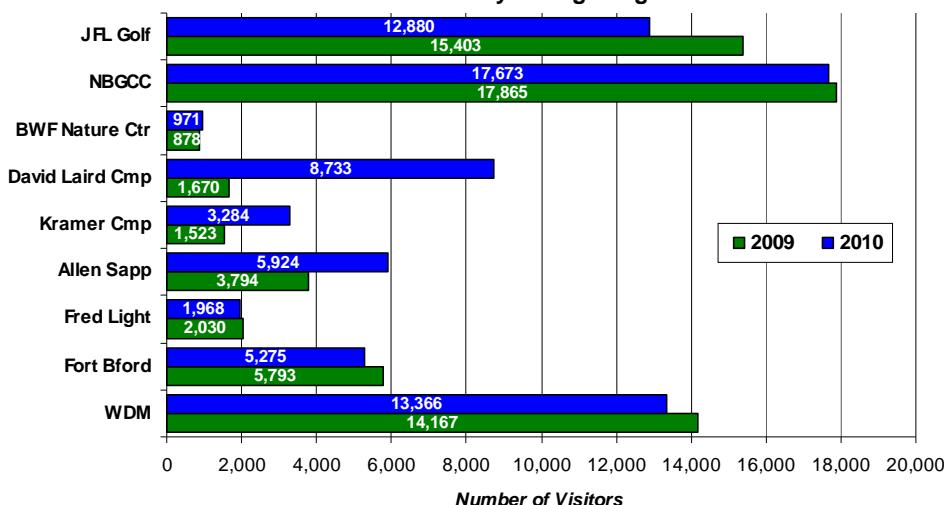


Marketing

Summer Stats

Summer visitor totals for Battlefords and area attractions indicate the majority experienced an excellent summer. As indicated in the chart below, a significant increase in visitors for both campgrounds was largely attributed to the boost in long-term stays by trades people and construction workers. Cooler weather conditions may have played a role in the decrease experienced by other attractions, in particular the golf courses and outdoor venues. Overall, visitor numbers are up by 10.9% over last year's figures.

2010 Visitor Totals - May through August 31



Visitor Guide

Starting this month, Battlefords Tourism will be working on the 2011 Official Battlefords Visitor Guide. We will be printing 28,000 copies, for further distribution, to meet the demand which exceeded our supply this year. The Visitor Guide continues to be a popular all-round information booklet for conventions, weddings, family reunions and visitors alike. The 2011 Visitor Guide will have a new look, but will remain the same handy pocket size that is so popular. There will be more tourist information on four additional pages, taking the guide from 36 to 40 pages. There are also advertising opportunities for members at 35% cost savings. If you would like further information on advertising in the Visitor Guide, please call us @ 445-2000.

Survey

A membership survey was distributed to all members and the results of that survey are as follows: 62% of members believe Battlefords Tourism is effective in meeting the needs of the membership; 58% have been a member of Battlefords Tourism for 6 to 10 years; 46% purchase a membership with Battlefords Tourism to support an organization that promotes tourism in the Battlefords and to take advantage of all our membership benefits. Members wishing to contribute may still do so by using the following link: <https://www.surveymonkey.com/s/Z6CW56W>. Thank you to everyone that completed the survey!

Membership/Admin

Battlefords Tourism is once again doing its annual membership drive. If your business is interested in becoming a member or you know of another business that would benefit from increased exposure to the tourism market, which produced approximately \$18.8 million for the local economy in 2008, you can contact us or visit our website for further information on our member benefits.

Battlefords Tourism will be sending out renewal notices to members in November for the 2010/2011 membership year. Included in the benefits are free listings, up to 65% off advertising rates, voting privileges and free brochure distribution at tradeshow, just to name but a few. We sincerely appreciate the continued support from members and the community!

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. 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 @ 445-2000.

Contact Us

Diana Tucker, Tourism Development Officer
Karen Martel, Admin/Marketing Assistant

401 1101 101st (Royal Bank Tower, 4th Floor)
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Phone: 445-2000 or 1-800-243-0394
Fax: 445-7233

CLICK: www.battlefordstourism.com

E-MAIL: admin.battlefordstourism@sasktel.net

LISTEN: Tourism Radio 100.5FM

Board of Directors

Donna Challis – Chairperson
Cheryl Cook-Taylor – 1st Vice-Chairperson
Candice Brown – 2nd Vice-Chairperson
Laura Ruby Stade – Secretary/Treasurer
Ray Fox – City of North Battleford Representative
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Jackie Starling - Director
Darla Conley - Director
Jane Shury - Director
Claudia Baptiste - Director
Denis Lavertu - Director
Priscilla Farmer – Director
Scott Whiting - Director

Interview with a Board Member

Name: Scott Whiting

Organization: Fort Battleford National Historic Site
Director Since: 2010

What is the single most important issue facing tourism in the Battlefords today?

Awareness - the Battlefords are truly an undiscovered gem in Saskatchewan, with far more to offer than even local residents realize.

What fun project would you like to see happening with Tourism in the Battlefords?

I think there is a lot of potential for collaboration between tourism industry partners to offer themed packages - from golf to heritage to outdoor adventure and everything in between.

What Battlefords Tourism benefits does your organization use the most?

We benefit greatly from the joint promotional opportunities that Battlefords Tourism offers. Through Battlefords Tourism, we have access to a number of promotional channels that would otherwise be closed to us.

Events: October 2010

Week One

1 United Way 7th Annual Comedy Night at the Don Ross Centre starting at 7pm

Week Two

12 - 16 Battlefords Community Players at the WDM, doors open at 6:30pm, supper at 7pm, play to follow

Week Three

22 - 24 OSAC Conference at the Chapel Gallery

23 Adult Haunted Fort at Fort Battleford

23 15th Annual Great Pumpkin Masquerade and dance at the WDM

Week Four

28 1st Annual Fright Night at the WDM, including Creepy Cocktails at 6pm and a Freaky Feast at 6:30pm