

Marketing

Trade Show

Battlefords Tourism will be attending the Western Canadian Agribition in Regina November 21-26. Battlefords Tourism has been attending Agribition for over 8 years. It is an important show for us because it attracts a large rural audience and attendees from across North America.

Battlefords Hotels Association

Battlefords Tourism is working with the Hotels Association to promote the Battlefords as a convention and event destination.

Visitor Guide

Battlefords Tourism is currently working on the 2012 Official Battlefords Visitor Guide. Owen Einsiedler and Karen Martel will be working on advertising beginning Nov. 1, 2011.

Discovery Guide

A half-page of advertising will feature the logos of three attractions and also promoting six other attractions. The guide will be published in early 2012.

Destination Saskatchewan Winter Guide

Three-quarters of a page of advertising went in under the Battlefords banner including Table Mountain, Battlefords Trail Breakers snowmobile club, Battlefords Inn and Gold Eagle Lodge. The guide was published Oct. 31, 2011.

Auto Trader Snowzone

Battlefords Tourism provided editorial which included some of the major winter attractions, Table Mountain Regional Park and Blue Mountain Outdoor Adventure Centre, as well as other winter activities in the Battlefords and area for the Snowzone publication which will be distributed Nov. 7, 2011.

Woodalls Blogs

Three blogs and six stories will appear on the Woodall's website beginning in February 2012 as part of the "Must see Digital Package".

Membership/Admin

What was once old, is now new!

Battlefords Tourism would like to welcome Owen Einsiedler as the new Tourism Development Officer. Einsiedler worked for Battlefords Tourism for 10 years prior to being employed by Saskatchewan West Central Tourism for the past two years. Einsiedler says it is an exciting time for Battlefords Tourism as it works with our members and partners in the coming 2011/2012 year.

Awards

The Gold Eagle Lodge is a finalist for the 2011 Canadian Tourism Awards presented by the Toronto Star. 43 Finalists were named in 14 categories. The Gold Eagle Lodge is a finalist in the CTHRC Award for Excellence in Human Resources Development. The award will be presented in Ottawa at a Gala dinner on November 24 at the Chateau Laurier.

Featured Tourism Spots in the Battlefords and Area

Have you ever wondered about the unique sites the Battlefords and area have to offer? Many tourists coming to the Battlefords are not only looking for the usual activities and events, but also for the unusual.

- Did you know that Fort Battleford is also part of the Old Forts Trail, which connects Fort Benton and Assiniboine in Montana, with Forts Walsh and Battleford in Saskatchewan. The International Pioneer Roadway was a vital economic and military link in the development of the Canadian and American West.. (*information courtesy of Old Forts Trail brochure*)
- The Battlefords is known for its ecological diversity, and bird watching is one of many activities. Visitors can take a tour through the North Saskatchewan River Valley and enjoy not only the view, but the diverse species of birds that migrate through the area and reside in the valley year-round.
- King Street Station brick sculptures are also a unique architectural feature in downtown North Battleford. Located at the current site of the SLGA. They can be viewed from the Railway Avenue location. There are eight murals depicting the history of the Battlefords from First Nations pre-contact to the modern grain elevator.

More information is available at our office and on our website.

Contact Us

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Events: November 2011

Week One

5 Ducks Unlimited Dinner & Auction
5 Fiddle Contest at the WDM
5 – 6 Mistletoe Craft & Gift Sale

Week Two

12 Cowboy Christmas Parade

Week Three

19 WDM Musical Fall Fare

Week four

24-29 Battlefords Community Players
24-26 BUH Foundation Festival of Trees

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