

## Marketing

### Visitor Guide

Battlefords Tourism is busy putting together the 2012 Visitor Guide. Administrative and Marketing Assistant, Karen Martel, is working on advertising, membership and editorial. You can find our current Tourism Guide on our website: [www.battlefordstourism.com](http://www.battlefordstourism.com)

### Summer Attraction Statistics

For the most part, attractions throughout the Battlefords were bustling with tourists! Battlefords Provincial Park reported a banner year -- equivalent to when the park peaked for tourism in the mid 1980's! The park was booked solid throughout every 2011 camping weekend! The figures below show tourism comparisons at various other attractions:

Attraction	2010	2011	%
WDM	13366	14349	7%
Fort Battleford	5275	5721	8%
Fred Light	1968	1466	-34%
Allen Sapp Gallery	5924	2405	146%
Eiling Kramer	3284	3,533	7%
David Laird	8733	6492	-35%
Battlefords WFNC	971	933	-4%
NB G&CC	17673	22,000	20%
Jackfish Golf	12812	12,812	0%
Chapel Gallery	n/a	1052	0%
Sask. Baseball	n/a	601	0%
	70006	69711	0%

## Membership/Admin

### Woodalls

As part of the Advertising buy-in for Woodalls Magazine, Battlefords Tourism Members will have their attractions featured on a blog with a write-up and a photograph on the Woodalls website. Battlefords Tourism will be submitting the content in November and you can expect to see it on the Woodalls website in January!

## 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.

- The notorious outlaw of Big Muddy 'Sam Kelly' is buried in North Battleford. Once part of the Notorious Nelson Jones Gang, they were known for rustling, bank and train robberies during the late 1800's and early 1900's.
- A unique Geolog tour of the Battlefords takes the visitor further back in time to the ice age and beyond! With escarpments and sand dunes to boreal forests and glacial spill ways the geolog tour will take visitors through a geographical history unique to the prairies.
- The Battlefords is also home to some unique architecture. Turn of the century homes, businesses as well as places of worship all carry a unique story about the original builder and home owner but also how the places came into being.

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

## Contact Us

Tourism Development Officer

**Karen Martel**, Admin/Marketing Assistant

**502-1101 101<sup>st</sup> Street (Royal Bank Tower, 5<sup>th</sup> Floor)**

Box 1715, North Battleford, S9A 3W2

Phone: 445-2000 or Toll Free: 1-800-243-0394

Fax: 445-7233

**WEBSITE:** [www.battlefordstourism.com](http://www.battlefordstourism.com)

**E-MAIL:** [admin.battlefordstourism@sasktel.net](mailto:admin.battlefordstourism@sasktel.net)

**RADIO:** Tourism Radio 100.5FM

## Board of Directors

Claudia Baptiste – Chair

Scott Whiting – 2<sup>nd</sup> Vice-Chair

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

Robyn Dyck – Director

Mike Halstead – Director

Wendi Pambrun - Director

## Directors Corner

**Battlefords Tourism welcomes** three new board members who have been elected to current positions on the board of Battlefords Tourism. Robyn Dyck who takes over from Marcus Miller, Mike Halstead and Wendi Pambrun. Welcome to Battlefords Tourism!

## Events: September 2011

### Week One

1 Frontier Mall Pet Expo

1 Art Salon

### Week Two

15 Octoberfest

### Week Three

18-22 Battlefords Community Players

23 Music for the Soul Recital Series

### Week

29 Great Pumpkin Masquerade and Family Dance

29 Halloween Haunted Fort

**For more information on these or any other**

**Battlefords and area events, please visit**

**[www.battlefordstourism.com/events](http://www.battlefordstourism.com/events)**