

Marketing

2nd Annual "Best of the Battlefords" Photo Contest

Close to 50 entries were received for the "Best of the Battlefords" Photo Contest. A number of entries were of superb quality and will be used in marketing materials to showcase the 'best of the Battlefords'. Thank you to the sponsors: Bannerman Photo, Canadian Tire, Marks Work Wearhouse, Porta Bella Restaurant and Wal-Mart. Winning entries can be viewed at www.battlefordstourism.com/contest.

History Mystery Summer Contest

Congratulations to the 2011 History Mystery Summer Contest grand prize winner – K. Berry who won \$1,000 CASH. We received over 200 entries over the course of nine weeks. A breakdown of the results indicates that 92% of the entries were received from Battlefords and area residents and 8% from outside the region, including BC. **Battlefords Tourism would like to thank the Gold Eagle Casino and Ultra Print for sponsoring our 2011 summer contest.** We would also like to thank our weekly prize sponsors: Battlefords Agricultural Society, Taco Time, Fort Battleford National Historic Site, Milbanke Flowers & Urban Accents, Jackfish Lodge Golf & Conference Centre, North Battleford Golf & Country Club, Kitchen Zone, The Battlefords Provincial Park and North Battleford Bowlarena & Mini-Golf. We would also like to thank everyone who participated in the contest and congratulations to all of our winners.

Summer Attraction Stats.

Preliminary figures from May to end of July suggest most of the attractions did well. With increases in May and June due to school tours. Jackfish Lodge Golf and Conference Centre remained the same as last year with a +or – 2% difference. Other attractions have yet to compile their stats as they continue to operate further into September and will have more stats at the end of the month.

"Summer Teasers" e-newsletter Contest

Congratulations to our August "Summer Teasers" e-newsletter Contest winners: Jim S. and Patricia B. Thank you to our August sponsors (and clue answers!): Marks Work Wearhouse and Craig & Co.

The Summer Teaser Contest is now finished for the year, thank you to all of our sponsors June – Yellow Submarine, Dairy Queen and Country Cuisine. July – Fisher's Drug Store, A & W and Pennydale Junction. August - Marks Work Wearhouse and Craig & Co. and to all of our contestants!

Membership/Admin

Farewell

Battlefords Tourism said good-bye to Tourism Development Officer Diana Tucker on August 26th. Tucker will be returning to post-secondary studies this fall at Lakeland College in Vermilion, Alberta.

"Since starting in September 2009, I have enjoyed my time as Tourism Development Officer and I will certainly miss the board and other great contacts I've made during that time."

A new Tourism Development Officer will be announced soon.

Featured Day Trips

There are many day trips to be had even at the end of the summer season. Some can take a family up to the lake, enjoying the last of the summer. Paddling in the lake, enjoying the sand at Cochin or fishing off the dock at Aquadeo! Cochin days was featured in a recent day trip with the different activities and events taking place over the weekend.

Other Day trips included festivals such as Bridgefest. The variety of entertainment and activities available certainly helped keep everyone interested!

For end of summer and back to school day trips we have found the weekends to be packed with activities. Going to the Chapel Gallery and taking a look at the latest exhibition and sculptures, then heading down to the labyrinths took us about 2 hours.

Then we head off to the Western Development Museum to take a look at the history and find time flies by and after 3 hours of walking around we are ready for a sit down meal and a treat! We go to Frontier Mall where we can sit eat at our leisure and walk around afterwards.

Contact Us

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Events: September 2011

Week One

1-5 Daily weapons demonstration at Fort Battleford

Week Two

9-11 Inspirations Trade Show at the Western Development Museum

10 Frontier Mall Collectors Show

Week Three

18 Terry Fox Ride

Week Four

24-25 North Battleford Lions Club Toy and Farm Equipment and Gun Show.

25 Music for the Soul Recital Series

30 Western Development Museum's Cultural Days

For more information on these or any other

Battlefords and area events, please visit

www.battlefordstourism.com/events