



Newsletter



New Year – New Opportunities – New Newsletter

Now that the Holiday season is over, the opportunities of the New Year are upon us! We have a lot going on in our section of the tourism world. One of them is we have redesigned the newsletter let us know what you think of this format.

Here are some of the things that are coming up on the Boomtown Trail

Spring Conference

The date and location for the Spring Conference has been set. It is Monday March 10 and it will be in the Community Hall in Alix. We have an exciting line up for this conference:

- Tam Anderson the organizer of Country Soul Stroll www.countrysoulstroll.ca and the owner of Prairie Gardens www.PrairieGardens.org
- Rober Earley the coordinator of The Camrose Main Street



Program. Roberts presentation ties in nicely with the heritage program we are developing.

- Rebecca Smart from Alberta Tourism an expert in helping Communities become tourism friendly will give us some tips and provide us with the information on a most interesting program that is offered by the Provincial Government.

These are all *Don't Miss* presentations

The program will start at 9:00 am with registration until 9:30 and will conclude at 3:00

The cost is an extremely reasonable \$30.00 and lunch is included. Our past conferences have been very well received by those who attended. One of the most valuable parts of the program is the opportunity to network with other members of the Boomtown Trail, and the opportunity to show off your business or organization.

Rural Routes

We will again be participating in Rural Routes in Calgary. Essentially this is a show held in the Stampede grounds to showcase Rural Alberta to Calgarians.



Last year we had 4 booths all joined together and we had the Boomtown Trail maps at either end and all participants were in the booths in the order they appear on the Boomtown Trail. We found that the show was extremely worthwhile in terms of promoting the Boomtown Trail with website visits from Calgary up by 50% immediately following the show and this was sustained for about three months after.

We have numerous levels available for you to participate Starting at the \$50.00 level for distribution of your brochures. If you need more information give us a call at 780.672.2710

Growing Rural Tourism

If you want a nice healthy dose of rural tourism this is the conference for you. www.growingruraltourism.ca

Product Development

One of the things that we have determined is that we could use a lot more tourism related activities on the Boomtown Trail to give the visitors to our region more things to do once they get here. To that end, we are actively working on developing a program to increase the number of fairs and festivals on the Boomtown Trail.



Our ultimate vision is to have a fair and/or festival in one or more of the Boomtown Trail communities every weekend during the tourist season.

If you have ideas that would help further this goal, or better yet, if you can help us bring this goal to a reality give me a call 780.672.2710 or email me: manager@boomtowntrail.com

Marketing

This year, in addition to the popular brochure we are looking to produce a large directory style tourism guide. This will also serve as an economic development tool for our municipalities and contain human interest stories.

We think our region is ready for this type of publication, and there is no doubt that it will assist in growing tourism in our region and also assist in economic development. All of us will be beneficiaries, but to make it a reality we will need strong support from all of you. This you can provide by purchasing advertising.

You will be hearing more on this initiative soon, but in the meantime please think of us while planning your advertising budget.



Champions

We are looking for one representative from each community to be the local go to person for the Boomtown Trail in their community. Someone who could take a little time out of their already busy schedule to help make sure that we have all of the potential ambassadors on board and who could help to keep us abreast of happenings in their community. This would also be the individual that could be the liaison between the business community and the municipal administration. They could also keep their community abreast on Boomtown Trail developments.

The pay isn't a lot, in fact there isn't any, but the rewards are good: increased tourism for your community. I would like to hear from you if you are interested.

2008 Fees

We will be sending the renewal fees out via email this year. Yours should be arriving in your inbox soon.

There is quite a bit more happening but 5 pages is enough for the first newsletter of 2008!

See you on the trail