

# Tourism Matters



## Tribute to Tourism Awards AND Gala

On June 7<sup>th</sup>, START held their annual tourism awards and gala to pay tribute to the individuals, organizations, businesses, and communities that have made significant contributions to the tourism industry in the southwest region.

For the past three years START has acknowledged all the nominees in conjunction with their Annual General Meeting. This year START dedicated an entire evening to tourism by hosting a Tribute to Tourism Gala during National Tourism Week. The gala was a huge success with over 90 tickets sold and 18 nominations.

Winners were announced in six different categories. This year's winners were: Minnedosa Country Club for Service Excellence, Lawrence Szwaluk of Shoal Lake for Volunteer of the Year, Turtle Mountain All Season Resort for Product Development, Thrifty Three Deal for Marketing, Turtle Mountain Challenge for Partnership, and Art Gallery of Southwestern Manitoba for Artisan/Culture.

These winners will be recognized in START's marketing initiatives and will be further nominated for a Manitoba Tourism Award.

For more information on START or the Tribute to Tourism Awards and Gala, please contact the START office at (204) 726-1513 or by e-mail at [battens@cfwestman.ca](mailto:battens@cfwestman.ca).



Barry Tegg, President of the Minnedosa Country Club accepting the Service Excellence Award.

## WHAT'S HAPPENING

Preparations for the 2008 edition of Manitoba's Southwest Travel Guide are now underway.

For information on advertising contact Tara Szafron by phone at 726-1513 or by e-mail at [ads@southwestmanitoba.ca](mailto:ads@southwestmanitoba.ca).

### Advertising Deadline:

August 24, 2007

### AD Copy Deadline:

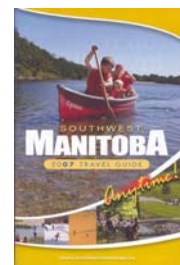
September 14, 2007

### AD Payment Deadline:

September 28, 2007

### Distribution Date:

January 2008



### 2007 Edition Copies Still Available

Contact the START office to order copies for your business or community.

## BOARD OF DIRECTORS

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Shawna Batten

Regional Tourism Coordinator

Tara Szafron

Tourism Development Officer

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START pursues its mandate with

Manitoba

Culture, Heritage & Tourism

Community Futures Westman

## TRAINING OPPORTUNITY

START is pleased to announce that it has purchased two on-line training programs – Tourism Visitor Information Counsellor and Tourism Supervisor – from the Manitoba Tourism Education Council. The programs are part of *emerit* Tourism Training, a national tourism-training program and as a special offer are accessible to members free of charge. If you are interested in learning more about this unique training opportunity please contact the START office.

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## Using Birding to Grow Your Business

As part of ongoing efforts to provide Manitoba tourism businesses with opportunities for development and growth and to help improve our industry's competitive position, Travel Manitoba is pleased to issue a call for participants in a new and innovative learning initiative - "Using Birding to Grow Your Business" - being held September 11 - 13, 2007.

Travel Manitoba has organized this best practice mission focused on birding/wildlife viewing to western Minnesota in proximity to the Prairie to Pines and Minnesota River Valley Birding Trails near Vergas and Pelican Rapids. Participants will see how others have availed themselves of public wildlife viewing infrastructure to capitalize on market opportunities and grow their business. While the emphasis of this tour will be on birding, the lessons learned will be applicable to most nature/wildlife viewing market opportunities.

Please find attached an information sheet which provides more details on the mission. We are fortunate to have a number of birding hotspots in the southwest region. This mission is a unique and valuable learning tool which will undoubtedly provide great insight on how we can capitalize on the birding experiences available in our region. The mission will provide participants with the opportunity to meet with bed and breakfast owners that have incorporated birding opportunities into their businesses, meet with state wildlife officials responsible for an innovative new program called "Bed, Breakfast and Birding", visit two key National Wildlife Refuges to learn how they promote tourism at their sites through programming, birding festivals, and the birding trail and much more. There are only 10 spaces available for this mission and it would be ideal to see a mix of business owners and community practitioners involved. If you would like to register please contact Travel Manitoba directly at the number or e-mail address provided on the attached information sheet. If you require more information, please contact the START office.

## SOUTHWEST TRAILS ASSOCIATION FOR REGIONAL TOURISM

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