

Tourism Matters

5th ANNUAL TRIBUTE TO TOURISM GALA

And the winner is...

Tourism Westman's 5th Annual Tribute to Tourism Gala was held June 4th, 2008 at Remington's Seafood & Steakhouse in Brandon. Over 100 people from across the region attended the event to show support and give recognition to those who have made outstanding contributions to our tourism industry over the past year.

Awards were given out in the following categories: Marketing sponsored by CAA Manitoba, Service Excellence sponsored by Manitoba Tourism Education Council, Partnership sponsored by Southwest Regional Development Corporation, Volunteer of the Year sponsored by Rick Borotsik, MLA Brandon West, Product Development sponsored by Travel Manitoba and Arts, Culture & Heritage sponsored by Community Futures Westman. The winner for this year's awards were X-Fest, Chipperfield Coffee Company, Minnedosa Chamber of Commerce Business Improvement Committee & the University of Manitoba Faculty of Landscape Architecture, Ivan Strain of Boissevain, Royal Canadian Artillery Museum and Lt. Governor's Winter Festival.

Entertainment was provided by local singer and songwriter, Jen Swinstun.

Tourism Westman would like to thank all of the sponsors of this year's event including Canad Inns, Keystone Centre, Community Futures Westman and 94.7 Star FM & CKLQ that helped make this event a huge success.



Name Change

It's Official! At the Southwest Trails Association for Regional Tourism (START) Annual General Meeting held on June 4th, 2008 at Remington's Seafood & Steakhouse in Brandon, START changed its name to Tourism Westman. The new name change was introduced to increase brand recognition among the industry and general public. In addition, the name more clearly defines the purpose of our Association.

2008 Travel Guide
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TOURISM WESTMAN

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Tourism Matters

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START pursues its mandate with



How to Turn Travelers into Visitors

Low-cost tourism marketing strategies for museums and other cultural institutions

Good Marketing to Local Audiences

A lot of travelers going to a museum rely mainly on information from a friend, relative or colleague in making their choice. That means that the marketing you do to local audiences is likely to have a significant impact on your out-of-town visitation numbers as well -- making it even more important to do a good job of building awareness of your institution right in your own community.

Share the Experience With Those in a Position to Recommend it

In addition to advising that you become *actively* involved with your local Chamber of Commerce and Convention and Visitors Bureau, it is also important to share information on your museum directly with those in the best positions to recommend it to others. In this case, cab drivers, the frontline staff at area hotels and restaurants, and the people at local corporations (usually in human resources) who have responsibility for taking care of out of town guests.

Frontline Familiarizations

You can send these frontline folks occasional free passes as many museums do, but it's much more effective to invite them for a guided tour and small refreshment reception, offering a choice of specific dates and times from which to choose. Not only does this make the invitation more special and generate a better response, but it also gives you an opportunity to get to know the attendees and make sure they're aware of all the great things your institution has to offer.

Advertise to a Captive Audience

Have you ever noticed that when you stay at a hotel or bed and breakfast on vacation, you usually read every brochure, tent card and postcard that's displayed in your room? How about the discount coupons some hotels include in your key envelope? Yep, you've probably read those too. And more than likely you've watched at least a couple of those visitor-guide videos that serve as the default channel on some in-room TVs.

(article courtesy of Katherine Khalife, www.museummarketingtips.com)

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