

# Prince Albert National Park and Area Destination Marketing Organization

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The role of the DMO is to market Prince Albert National Park and the surrounding area as an internationally recognized, all season tourism destination. It aims to increase tourism and economic benefit through cooperatively developing and promoting the visitor experience within the region.

**Membership Guide  
2011**

## Table of Contents

Welcome .....	3
Partners.....	4
Tourism Today .....	5
Environmental Scan .....	5
Market research.....	6
SWOT results.....	6
Targets .....	7
Who We Are.....	8
Destination Area .....	8
Board of Directors.....	9
Objective .....	9
Vision.....	9
Mission.....	9
Strategic direction.....	9
What We Do.....	10
Traditional Advertising.....	10
Public Relations.....	11
Tour and Product Development .....	11
Website and Internet Marketing .....	11
Non-traditional Advertising .....	12
How to Join .....	13
Benefits of membership.....	13
Joining Details .....	14

## Welcome



Welcome to the Prince Albert National Park and Area Destination Marketing Organization (DMO).

The DMO is a non-profit organization and is governed by a board of directors. It operates in an integrated and consultative fashion with tourism business owners and operators that make up the DMO membership within the organization footprint.

The role of the DMO is to position and market the region as an internationally recognized, all season tourism destination.

The DMO sees a collaborative approach as critical to the success of tourism as an economic generator and is committed to help in the consolidation of the tourism experience as the means to successfully market the region and attract more visitors.

As an industry related business, community or other interested party the benefits are clear – a growth in tourism will provide increasing opportunities to achieve your own goals.

Please explore the rest of this guide for further information about who we are, what we do and most importantly how to participate with the DMO.

## Partners



The DMO would like to acknowledge the support of the following partners:





### ***Environmental Scan***

Tourism is still maintaining its status as the highest growing industry in the world. Tourism in Canada is competing but not advancing in this environment. Tourism in Saskatchewan is a case of good news/bad news; we still are perceived in Canada as poor choice for a vacation destination and have limited profile in the rest of the world, but this limited profile has meant that, except for specific subsectors i.e. fly in fishing, we have not experienced the downturns in travelers from the USA that the other parts of Canada have and as well there is an opportunity to build the image of the brand without the need to overcome entrenched attitudes in this wider market.

Growth in travel continues to take place primarily in the free independent travel (FIT) and experiential travel sectors. The internet continues to be a game changer with well over 66% of people now using it to research travel options and 57% plus and growing using to book travel and to get travel recommendations<sup>1,2</sup>.

Currently, the packaged or tour-based travel market for Western Canada appears jumbled and sporadic in its offerings, at best. Searching for a vacation package or adventure travel trip/tour via the internet provides a poor sampling of what may actually be available in Canada, and especially in Western Canada and the DMO.

Another identified gap was the availability of connected tours to Saskatchewan through Western Canada. Within this gap is also the need for coordination of tour components between tour suppliers and travel wholesalers. The tour suppliers such as those offering dog sled excursions or snowmobile guiding vacations, among others, have specific products to sell. If the wholesalers were provided with a packaged tour that could be sold at a reasonable and commissionable price point, with quality assurances and ease of booking, it is assumed that wholesalers will start to promote and sell these packages.

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<sup>1</sup> Leisure Travel Monitor™

<sup>2</sup> April 2007 survey conducted for Expedia by Harris Interactive

Within the DMO itself the majority of the industry operates as a summer season only operation. This would be considered a mature industry. There are some all season and a few winter season only operations, which include some of the premier operators in the area, this part of the industry would be considered as moving from startup to growth stage of operations. The primary anchor of the National Park has a renewed interest in expanding its visitor experience and developing the shoulder and winter seasons this would be considered at a redevelopment stage in the business cycle. Current product base is stable although there is some impact from the recent economic downturn; there are also operators' at a stage in their business where they are planning for succession.

### ***Market research***

Based on the research<sup>3</sup>, the current Canadian traveler to Saskatchewan can be defined as "more active in outdoor activities" than the average Canadian Pleasure Traveler. They were especially more likely to have participated in nature oriented activities (e.g., wildlife viewing, fishing, hiking, climbing, paddling and wilderness activities).

Specifically, over half of Canada's Winter Outdoor Activity Participants<sup>3</sup> view wildlife and/or fish in fresh water - slightly fewer hike or backpack in wilderness settings while on trips. About two-fifths cycle, golf, and/or go motor boating (likely related to their enthusiasm for fishing) while on their holidays. One-third also view wildflowers and flora or go kayaking or canoeing, while about one-quarter go whale watching and/or bird watching. This wide array of popular outdoor activities on recent trips is suggestive of a market segment that enjoys the outdoors during all seasons.

Wildlife viewing has been identified as one of the main reasons for trips in the past two years within North America<sup>4</sup>. According to the TAMS<sup>4</sup>, the wildlife focused travellers represent approximately fifty nine (59) million travellers who identify visiting nature parks (National/Provincial/State) as the main reason for their trip, followed by wildlife viewing, viewing northern lights, and viewing land-based animals. This group, when adding Canada and the US, represents approximately sixty (60) million travellers.

### ***SWOT results***

The strengths identified include the area's extraordinary landscape, the natural settings, national park, and safety as well the availability of a wildlife experience and nature based activities.

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<sup>3</sup> Nature Lovers an Outdoor Activity Market Option for Saskatchewan, Research Resolutions & Consulting Ltd. Unpublished

<sup>4</sup> Travel Activities and Motivation Survey (TAMS) 2006

The weaknesses are a non-existent brand internationally and shortage of year round operational capacity as well as the lack of coordinated marketing efforts

Threats are the national and provincial brand visibility internationally and provincial level investment in Tourism.

Opportunities are the undeveloped brand internationally and the good match for both current and potential product with a large and growing lucrative market segment.

### ***Targets***

The primary target market is then identified by their desire to participate in nature based activities and secondarily by the optional to view wildlife in a natural setting. By targeting a four season traveler focused on nature, the DMO can increase visitation throughout the year. The nature focused/wildlife viewing element can be used to target the most desirable demographics from each geographical area. The demographics and their traveling habits will become an essential part of the marketing strategy for each area.

Secondary targets are:

- 1) The traditional geographical based markets of Saskatchewan and Alberta. These markets have a familiarity with the area and product but have a waning interest in using the park<sup>5</sup>.
- 2) Conventions and events.

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<sup>5</sup> March 2007 Saskatchewan Omnibus: Parks Canada: Prince Albert National Park

## Who We Are



## Destination Area

The DMO region contains the national park and parts of the surrounding rural municipalities of Lakeland and Big River. It covers an area that includes Waskesiu, Elk Ridge Resort, McPhee Lake, Anglin Lake, Christopher Lake, Emma Lake, Debden and Big River.



### ***Board of Directors***

Since its inception, the DMO has operated beneath the efforts of a volunteer interim board of directors, comprised of tourism stakeholders from across the region. The first Annual General Meeting will be October 2010. A Board of Directors will be elected at this time to guide the growth of the organization and carry out our promotion programs.

### ***Objective***

The DMO aims to increase tourism and economic benefit in the area through cooperatively developing and promoting the visitor experience of the boreal forest and Lakeland environment in and around Prince Albert National Park.

### ***Vision***

The DMO will be internationally recognized as a provider of authentic and interactive year round nature experiences while encouraging sustainability and economic growth.

### ***Mission***

The DMO is a community destination marketing organization that works in a proactive, unified and collaborative manner with our natural, cultural and economic stakeholders to increase visitations, longer stays and return visits by promoting and delivering sustainable, authentic, and remarkable experiences.

### ***Strategic direction***

- To prioritize environmental sustainability and quality of products and service as the foundation of the DMO's growth strategy.
- To secure funding to ensure the viability of the DMO.
- To continue to be a tourist destination that will exceed our visitor's expectations.
- To achieve and sustain a high level of growth and profitability in our organization's business model and to reinvest those profits back into the DMO and its members.
- To establish long term relationships with other Western Canadian destinations to ensure the DMO maintains and build upon its position as one of Western Canada's leading provider of authentic, natural experiences .

## What We Do



Tourism is a significant industry in the region, but one we believe can show solid, well managed, sustainable growth. Generating consumer awareness for this newly established destination marketing organization will be of primary importance if the growth is to occur. Building the DMO all seasons brand, maximizing existing markets and development of new markets will help ensure a sustainable tourism industry.

The DMO will focus its efforts on the promotion and sales of nature-oriented activity-based experiences. Central to our marketing strategy is a strong web presence that will engage, connect and motivate travellers to visit our area.

There will be two main streams of focus going forward to promote the DMO:

1. A focus on traditional advertising to support the area while the website is being constructed and beyond.
2. A focus on using on-line and traditional advertising to support the website

There will be two main target market geographical areas:

1. The primary focus will be on short haul target markets within western Canada.
2. The secondary focus will be on the longer haul and/or international travellers.

### ***Traditional Advertising***

Advertising, while a critical component, is an area of marketing that can consume resources quicker than most other forms. It also covers the widest range of marketing activity with many differing forms from print (posters, billboards, postcards etc), publications (newspapers, magazines etc), direct mail and broadcast (TV and radio).

With a limited budget the DMO needs to be very strategic with its advertising and with a major focus on the web strategy this will largely involve the promotion of the destination's new website, encouraging the would-be traveller to look on-line for more detailed information.

The DMO will utilize traditional advertising to drive potential travellers to visit the website. The goal of the message is to motivate a person to visit the website and educate themselves on what the DMO has to offer. Further to this, the goal of the website is to move the potential traveler to action by booking through the site.

### ***Public Relations***

Familiarization trips (FAMS) are usually either trade or media related and organized to familiarize agents with a region and its services. They are offered to the media as pre-packaged tours so that they can better represent the destination to the traveling public. Tours should be developed and reviewed to ensure the trips are capable of meeting the requirements of the individual. The DMO's role is to show off the best available assets in the shortest possible time frames and in doing so will also be providing the opportunities for members to participate in these FAM trips where appropriate.

### ***Tour and Product Development***

The DMO is committed to improving the tourism experience to facilitate marketing, so while currently there is still much fragmented tourism product, the DMO intends to participate with various sub-groups and communities within the region on product development initiatives, coordination of materials, and marketing a consistent message.

Currently, organized tours are underrepresented in the area and so part of our focus is to collaborate with tour operators to develop pre-planned and packaged tours to attract visitors and enhance the visitor experience.

### ***Website and Internet Marketing***

The internet is not only the fastest growing but also the fastest evolving tool used by businesses for marketing purposes. With its incredible global connectivity it provides the ability to deliver up-to-date information to virtually anyone in the world. In today's online market place, just building a website and expecting people to visit it makes about as much sense as opening up a store with nothing to sell. If you are online you need to give your intended visitors something they can benefit from. A national park could provide many useful facts and information that could be offered online to create a "good" site, but the goal would be to create a "great" site – one they would come back to and ultimately buy whatever the product is that is being sold.

In addition to the usual "FAQ" section, the DMO has a unique opportunity to showcase what they have to offer by enabling visitors to tell their story utilizing a few different applications:

- Blogs (video and written)
- Twitter
- Facebook

- YouTube
- Flickr
- Pay-per-click advertising
- Website

To encompass all media that will be conducted online for the DMO, the website will be used as the landing pad for people to navigate to and from a variety of social media applications. Focusing on the end user of the website, it'll need to be very user-friendly and offer many valuable tools that entice the user to come back again and again. Visually appealing, mobile compatibility, and easy navigation are just a few aspects that the site will entail.

As a component of the website, the national park and area must be promoted as a premiere destination for wildlife and adventure travel. This will build awareness of the destination area, and increase interest in the PANP DMO and the services it provides. The website will be relevant to our target markets and will provide them with a range of useful information in a variety of formats (interactive, static, audio, etc.). It will quickly engage the audience and motivate them by a 'call to action'. It will include visitor information, conference market planning, trip planning, packaging, and booking tours.

### ***Non-traditional Advertising***

Non-traditional tactics such as contesting will be employed to assist in generating a buzz around the DMO. This may include annual writing contests targeted at writers and journalists across the province. The purpose is to create a database of stories for the website as well as making them available for publication in other print media. An annual photography contest will also assist in creating a database as any entries would be shown on the website and or used in marketing productions for the DMO. These tactics will keep website content fresh and relevant, and will create some great advertising for the area.

## How to Join



It all starts with membership. Being a member of the Prince Albert National Park and Area Destination Marketing Organization and a partner in the travel and tourism industry means an investment in your bottom line.

Membership in the DMO is voluntary and we believe there will be tremendous value and great marketing opportunities for your business, and for the greater good of the local economy.

The DMO is also there to offer help and advice to its members and over time, through regular communication, provide additional information about other initiatives, training opportunities, workshops, presentations and any other general industry information pertinent to the members and the region.

### ***Benefits of membership***

Your membership contribution and ongoing support of the DMO will ensure its continued sustainability and its corresponding ability to source substantial Federal and Provincial funding for tourism marketing of the region.

Direct member benefits will include the following:

- Eligibility to participate in cooperative marketing programs
- Eligibility to participate in packaged tours
- Representation at consumer and trade events
- Preferential selection for participation in FAM tours
- Ability to influence the DMO through voting or standing as a director
- Opportunity to sit on committees

Additionally, following the launch of the new website:

- Eligibility to various options on a web link on or to the site
- Eligibility to participate in future web marketing initiatives

## ***Joining Details***

### **Renewal**

The membership year runs from January 1 to December 31 annually.

### **Rates**

Membership rates for 2011 are an amount equal to one percent (1%) of your company's annual revenue base. See Appendix A.

### **Please complete the attached application form and return to:**

Prince Albert National Park and Area

Destination Marketing Organization

P.O. Box 216

Waskesiu Lake, SK

S0J 2Y0