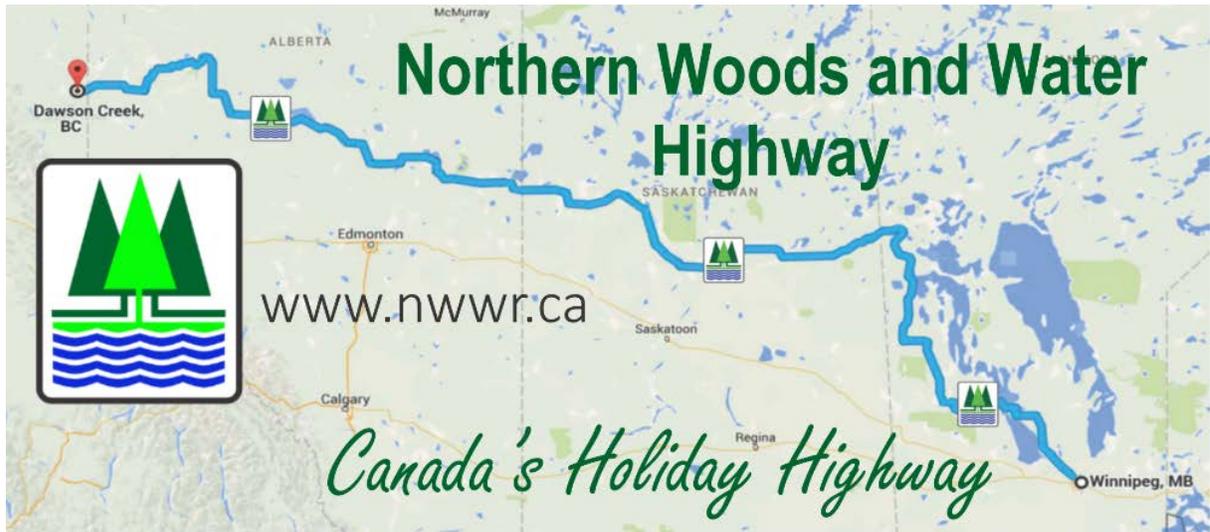


November Newsletter 2017



What is your claim to fame?

What would you say to 20,000 potential visitors to your community?

As the deadline for the Northern Woods & Water Highway Guide closes in, we want to update information about each community along the highway. We are looking to paint a picture of our part of the four western provinces that is different than most people imagine. It is this picture made up of little glimpse of each community along the highway that will become the adventure that people will want to experience. As you have probably been told or even said, "It not so much about the destination as the journey."

Why and when should travellers stop in your community? For example: there are wild blueberries growing along the sides of the road, you host a blueberry festival 3rd week of July? Do you have camping facilities, golf, a unique natural or man made attraction? Free space is limited in the guide but we still want to expose people to the variety of communities, activities, and sights located along the way.



Send an email with your greatest hits to info@nwwr.ca before the end of December for possible inclusion in the 2017 Highway Guide. If you have a great photograph, please include it.

Once the Guide is off to press then we will have time to start building the content of the website. The information you share may be utilized on the Association's website.

Understanding Canadian travellers

According to Travel Alberta, Travel & Tourism makes up 10% of the world's GDP and 10% of all employment in the world.

In recent years the Canadian Travel Industry has adopted a tool (EQ Explorer Quotient) to understand not just who is travelling but also why. This tool helps communities and businesses focus their marketing efforts to be more effective. Moving away from pure demographics and onto psychographics, the why of people doing things. EQ segments travellers into different categories i.e. Free Spirits, Cultural Explorers, Cultural History Buffs, Authentic Experiencers, Personal History Explorers, No Hassle Travellers, Rejuvenators, Gentle Explorers, Social Samplers, Aspiring Escapists, etc.

The top five groups make up 72% of the Canadian travelling population. A close look will show that the Northern Woods & Water Highway has the potential to meet the wants of a high number of Canadian travellers. These are significant numbers and could mean a significant economic impact for all of the communities along the highway.

Gentle Explorers 25%

Most Appealing	Travel	Average Length	Age	Lifestage
<ul style="list-style-type: none"> • Wildlife Viewing • Visiting National Prov Parks • Beautiful Scenery • Food factory tours 	<ul style="list-style-type: none"> • 73% child free • \$3542 per trip 	<ul style="list-style-type: none"> • 12 nights 	<ul style="list-style-type: none"> • 28% - 18-34 • 41% - 35-54 • 31% - 55 plus 	<ul style="list-style-type: none"> • 32% - Families • 31% Mature • 27% - Middle age, no kids at home • 17% - Young no family

Personal History Explorers 13%

Most Appealing	Travel	Average Length	Age	Lifestage
<ul style="list-style-type: none"> • Wildlife Viewing • Visiting National Prov Parks • Historic sites • Interpretive Centres • Farmers Markets 	<ul style="list-style-type: none"> • 41% - 2 adults • More likely with children • \$3489 per trip 	<ul style="list-style-type: none"> • 10.9 nights 	<ul style="list-style-type: none"> • 26% - 18-34 • 42% - 35-54 • 18% - 55 plus 	<ul style="list-style-type: none"> • 31% - Families • 29% - Middle age, no kids at home • 24% - Mature

Free Spirits 12%

Most Appealing	Travel	Average Length	Age	Lifestage
<ul style="list-style-type: none"> • Wildlife Viewing • Visiting National Prov Parks • Historic sites • Interpretive Centres 	<ul style="list-style-type: none"> • With children • \$3498 per trip 	<ul style="list-style-type: none"> • 9.7 nights 	<ul style="list-style-type: none"> • 49% - 18-34 • 40% - 35-54 • 11% - 55 plus 	<ul style="list-style-type: none"> • 48% - Families • 25% - Young no family • 20% - Middle age, no kids at home • 7% - Mature

Authentic Experiencers 12%

Most Appealing	Travel	Average Length	Age	Lifestage
<ul style="list-style-type: none"> • Wildlife Viewing • Visiting Small Towns • Visiting National Prov Parks • Historic sites • Interpretive Centres 	<ul style="list-style-type: none"> • 78% child free trips • \$3859 per trip 	<ul style="list-style-type: none"> • 8.6 nights 	<ul style="list-style-type: none"> • 18% - 18-34 • 31% - 35-54 • 51% - 55 plus 	<ul style="list-style-type: none"> • 40% - Mature • 28% - Middle age, no kids at home • 13% - Young no family

No Hassle Travellers 10%

Most Appealing	Travel	Average Length	Age	Lifestage
<ul style="list-style-type: none"> • Wildlife Viewing • See beautiful scenery • Historic sites • Visiting National Prov Parks • Interpretive Centres 	<ul style="list-style-type: none"> • 73% child free trips • \$3822 per trip 	<ul style="list-style-type: none"> • 10.4 nights 	<ul style="list-style-type: none"> • 27% - 18-34 • 44% - 35-54 • 29% - 55 plus 	<ul style="list-style-type: none"> • 30% - Families • 32% - Middle age, no kids at home • 20% - Mature • 18% - Young no kids

http://en.destinationcanada.com/sites/default/files/pdf/Resources/EQ/eq_profiles_ver2_2015_eng_lowres.pdf

Economic Development & Tourism

Over the years I have tried to explain what economic development is and how it works to many people including elected officials. Depending on the type of community, rural/urban, population, industry, the term can mean different things to different people. Let's look at the basics - **economy or economic** deals with everything that is involved in the exchange of money for goods & services and **development** implies growth and change. When an economic development officer is hired they are expected to create jobs, increase tax revenue, and fill the cash registers of the existing businesses all within one or two years or else the job and budgets get cut.



The reality is even in small communities or economies there are complex forces at work, many are external and out of the hands of local businesses, staff, and politicians. Each region has it's own economic drivers or primary generators of money. The resource industries create large numbers of jobs

that pay wages. These wages are used to buy houses that required carpenters, electricians, plumbers, etc. all whom spend money on groceries, clothing, recreation, etc. They also require teachers, doctors, lawyers, pharmacists to look after their families needs. The houses all need municipal services like roads, water, sewer, garbage, etc. Municipalities need taxes to pay for these services but also pay wages, buy fuel, electricity, adding to the economy.

The larger the community generally, the more diverse the economic engine and the more stable the financial flows in and around communities. When you get to the size of large cities, they are no longer dependent upon on one industrial sector, and retail, service, health care, government, and education provide the bulk of jobs and money that flows around the communities. This mitigates against industrial ebb and flows.

Changing Economies (Reduced money in an economy)

Unfortunately, many smaller communities are one industry towns that rise and fall based on the cyclical nature of that industry as well as global trends far outside of the scope of influence of local people and the economy becomes more of reaction to these external forces. Resources industries consume the resources that are close at hand and become less profitable to operate because of distances required to move goods. They respond initially by increasing efficiencies through technology and mechanization which starts the downward spiral of fewer jobs, and less money in the local economy, this means no new housing starts, fewer jobs, less money for groceries, clothing, recreation further reducing jobs and the flow of money within communities. Shopping trends to the larger stores in the regional centres accelerate the dismiss of businesses in small communities.

Even the stalwart agriculture industry has seen significant changes. Farmers have gotten larger because cost of equipment, forcing farmers to go big or go home. The resulting impact of larger farms is fewer farm families sending their kids to school, buying groceries, even farm inputs have moved away from the smaller communities. Communities that once were agricultural based have smaller economic activities traced back to the farms. The total dollars may be similar but the economic impact has moved away from the small towns.

As business owners get older they don't see the business growing and there is no one around to take over or succession them out. This means that when the owner finally gets too tired or old to run the business they just close the doors and there is another vacant building and lost goods or services available locally. Communities die one business at a time.



Economic Diversification (A different source of money)

One way to combat the slow erosion of smaller communities is by getting outside money being spent in the stores. Diversification is the buzz word used mostly when communities and regions are reeling from the downturn of their primary industry. The good news is that there are lots of travel dollars around and they fortunately don't all work in the resource industries. Tourism and particularly rubber tired traffic is a great way to get money flowing back into the cash registers and it also takes some effort to attract these dollars. We need to compete for travel dollars that are deposited along other highways.

Fortunately developing or growing a tourism flow of money does not require huge investments in building attractions or trying to become a destination or final stopping point. People are innately curious and want to see and experience things that are new and different. This is good news for small communities that are not blessed with a beautiful lake with nice sandy beaches and unlimited sunshine.



The economic benefit or money potential of having a major travel corridor passing through or near a community is significant and increases with each additional vehicle that uses the highway. The travelling public have consistent needs regardless of the purpose of their travel. Fuel, food, washrooms, sleeping arrangements beyond that there is the need to stop every few hours to stretch legs, clear the head, and let the eye fix on stationary objects. The pace of travel also impacts the frequency of stops and the depositing of money at a local establishment. Generally each time a vehicle stops there is a high probability of a financial exchange. Bathroom breaks will be accompanied with snacks and beverages before climbing back into a vehicle.

In tourism and travel the general rule is that longer a vehicle is stopped the more money that leaks out of the pockets of it's occupants.

Economic Development (Start finding new money)

Understanding the basic difference between marketing and selling is important. Successful marketing that grows dollars is based on finding a need and filling it. Selling is having a product and then trying to get someone to buy it. This is the horse and cart or chicken and egg scenarios, which comes first.

Fortunately, it is easy to get started in the tourism cash flow. Finding the market is the easiest part. The work has already be done on EQ Explorer Quotients that show us the wants and needs of 72% of Canada's travelling population. Beyond that there is the basic human need to experience new things and see new sights. The good news is we have a whole highway with an abundance of new experiences waiting to be enjoyed.

Your communities starting point is looking around to see what is different and unique, then start to let people know about this uniqueness (selling). Most communities are not blest with enough uniqueness to become a destination in themselves so they must rely on cooperative or regional

marketing efforts to get people to travel to a region and the region becomes the destination. There are three levels of marketing that need to be done local, regional, and long distance. The closer to home the more expensive the cost of exposure. Having a brochure or booklet explaining the community can cost anywhere from a few cents to a few dollars with low quantities and frequent updates (cost time & money) and limited reach (up to 50 kms) potential day trips. Regional marketing partners create material that has an effective range of 50 to 300 km. attracting multiday trips. Remember with marketing material for individual communities and businesses, the further out the distribution the weaker influence and the greater the competition.

Northern Woods & Water Highway marketing fits into the long distance to longer travel experience. This type of traveller is less influenced by weekend weather and will stop in during midweek as they travel. They spend more on travel needs, i.e. fuel, propane, groceries, maintenance, than the weekend travellers. There has been a significant shift over recent years from weekend travellers to seasonal campers. With this shift, there has been a change in spending patterns, less fuel and groceries, more local events sites explored over the summer. The role of the Northern Woods & Water Highway Association is to get greater numbers of vehicles and more money onto the highway, the roles of the local communities and businesses is to get those vehicles to stop and spend the money, sustaining businesses, creating jobs, taxes, and a future.



Communities and businesses must understand that advertising is not an expense. It is an investment that if done properly will bring a greater return over time. Because we all operate on limited financial resources it is important to develop marketing strategies that maximize the return on investment. It is important to have a budget for local marketing as well as regional and long distance. There is no one out there going to promote your community and attempt to build your community without your participation. You need to invest in your own future.

2017 Northern Woods & Water Highway Guide

For this investment, the Association produces and distributes 20,000 copies of the guide across the four western provinces. Develops and maintains the website. Communities must purchase own space.

Advertising Rates

1/12 Page	\$ 150	1/3 Page	\$ 500
1/6 Page	\$ 250	1/2 Page	\$ 750
1/4 Page	\$ 350	Full Page	\$ 1,200

Outreach to BC communities



The Association has initiated contact with 26 communities and Regional Districts from Dawson Creek to Vancouver to determine level of interest in extending the Highway down to Vancouver.

Taylor
Fort St John
Hudson's Hope
Chetwynd
Tumbler Ridge
Mackenzie
Prince George
Quesnel
Williams Lake
150 Mile House
100 Mile House

Southern Route Option A

Lillooet
Pemberton
Whistler
Squamish
Horseshoe Bay

Southern Route Option B

Cache Creek
Spences Bridge
Boston Bar
Hells Gate
Yale
Hope

If successful, this could open more opportunities to market the Northern Woods & Water Highway as a part of a circle tour of western Canada.

Getting the Name Out

News media

Since travelling the Highway this summer, the Association has been able to get exposure to several markets through newspaper articles and radio interviews. There have been 4 newspaper articles on the Association's efforts to re-establish the influence. One in southern Manitoba, and three in northern Alberta as well as a radio interview in northern Saskatchewan.

It is planned to reach out to RV and Golf Magazines, newsletters, and social media groups over the winter, as time and resources allow.

Golfing Caravan 2017

We are working on an itinerary for a 14-day golf and travel caravan. The caravan would be limited to 20 units and 40 golfers. The plan is to start at Winnipeg and travel and golf 7 to 10 courses along the way to Dawson Creek over a two-week period.

We will be contacting golf courses and communities over the next few months to firm up the itinerary and establish the costs.

A quick guestimate is that this venture could deposit over \$80,000 along the highway and create many publicity opportunities. Stay tuned more information to follow.

Association Membership

MUNICIPAL MEMBERSHIP

Population under 500	\$ 200
Population 501 – 2000	\$ 500
Population 2001 – 5000	\$1,000
Population 2001 – 10000	\$2,000
Population 10,000 plus	\$3,000

CORPORATE MEMBERSHIP

Under 10 employees	\$ 100
10-50 employees	\$ 200
51-200 employees	\$ 500
Over 200 employees	\$ 1,000

New Members:

Big Lakes County

Major Corporate Sponsor:

Federated Co-op Fuels

Contact Information:

Dale Harrison, MBA

President

Northern Woods & Water

Highway Association

email: info@nwwr.ca

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You are receiving this email because you represent a community or business located on the Northern Woods & Water Highway.

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