

Information Bulletin

POSITIVE PARTNERSHIPS RESULT IN ACHIEVEMENT OF 'TOURISM DESTINATION AREA' STATUS

September 26, 2005 – Waskesiu

Prince Albert National Park of Canada, Waskesiu Chamber of Commerce and Elk Ridge Resort have partnered together and were awarded Tourism Destination Area status in Saskatchewan. This area is characterized by a combination of year round visitor experiences based on natural and cultural heritage as well as recreational opportunities.

The destination area and Saskatchewan Tourism partnership is paying off too!

- Billboards promoting the destination area were created in Saskatoon and Regina
- The group is attending a variety of tourism trade shows across Saskatchewan and Alberta
- The group is implementing a strategic advertising campaign

Increased marketing and promotion is intended to result in increased visitation. Increased visitation translates into increased revenue – this revenue is reinvested back into services and facilities in Prince Albert National Park that visitors enjoy.

The destination area partnership is proud to offer an array of unique attractions, events, cultural products, entertainment and leisure activities that encourages our visitors to actively participate in their holiday experience.

For more information, visit the Information Centre, call 306 663 4522 or visit www.waskesiu.org.

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