

## Roger Brooks' Very Favorite Brochures & Guides and Why You Should Emulate Them

Presented by Roger Brooks

Destination Development  
Association



### Tourism marketing pieces (collateral materials)

- Postcard
- Co-op marketing brochure
- "Best-of" brochures
- Activity-based brochure
- Visitor Guide (Activities Guide)
- Private business brochure
- Hidden Gems book
- Marketing ensemble
- Necessity piece
- A great marketing idea





FAITFUL PLACES • INTRICATE TRAVEL

**Hot Springs**

**6** So the Kootenai

- Halcyon
- Lussier
- Ainsworth
- Nakusp
- Fairmont
- Radium

**HALCYON**

**L**ike a lot of the other towns in the Kootenai region, Halcyon has a hot bath. A party arrived at a small, rustic building on the western edge of town. At the bottom of a dark, wooded hill, the air was thick with the smell of his horse, stripped of its harness, slipped into the cool waters to plan the next day's ride.

There are two dozen hot springs in the Kootenai region, some completely unknown to most visitors. These pools were used by the Cree people, the Kootenai, the Shuswap, the Salish, and the Kootenai. The Kootenai, and the Shuswap, are now called the Kootenai. Some passed down the secret to hot baths, but others made them secret, and some even destroyed the springs.

**M**ost of the hot springs in the Kootenai region are located in the mountains. The Kootenai region is a beautiful area, with mountains, lakes, and forests. The Kootenai region is a beautiful area, with mountains, lakes, and forests. The Kootenai region is a beautiful area, with mountains, lakes, and forests.

**NAKUSP**

**F**airmont Nakusp is a beautiful town, with mountains, lakes, and forests. The Fairmont Nakusp is a beautiful town, with mountains, lakes, and forests. The Fairmont Nakusp is a beautiful town, with mountains, lakes, and forests.

**RADIUM**

**T**he hot springs in the Kootenai region are a beautiful area, with mountains, lakes, and forests. The hot springs in the Kootenai region are a beautiful area, with mountains, lakes, and forests. The hot springs in the Kootenai region are a beautiful area, with mountains, lakes, and forests.



**AINSWORTH**

**M**ost of the hot springs in the Kootenai region are located in the mountains. The Ainsworth Hot Springs is a beautiful town, with mountains, lakes, and forests. The Ainsworth Hot Springs is a beautiful town, with mountains, lakes, and forests. The Ainsworth Hot Springs is a beautiful town, with mountains, lakes, and forests.



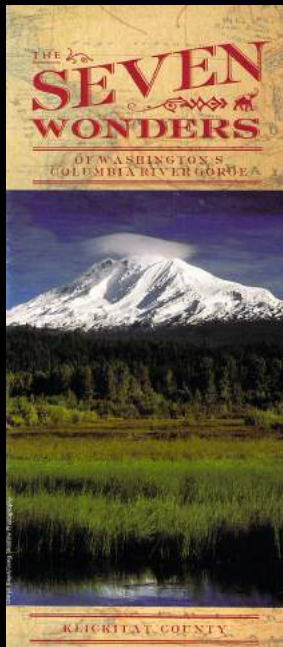
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## With your printed brochures

- Concentrate on marketing your Unique Selling Proposition.
- Market the “complementary activities” once we arrive.
- All should be included on your website.



### Good idea, poor execution

- “The seven wonders of Washington's Columbia river Gorge.”
- Impossible to read - even up close.
- No “Wow” or people in the cover photo.



### 1. COLUMBIA RIVER

One of the most spectacular in the world, Washington's Columbia River (Highway 14) played a major role in the state's history. Lewis and Clark were the first to travel the river in 1792. Today, the river is a major waterway and a source of recreation. The river is a major waterway and a source of recreation. The river is a major waterway and a source of recreation.

### 2. WORLD'S WIND SPORTS

Washington's Columbia River Gorge offers some of the best and most scenic views in the state. The river is a major waterway and a source of recreation. The river is a major waterway and a source of recreation. The river is a major waterway and a source of recreation.

### 3. KLICKITAT WINE TRAIL

With a long history of wine-making, the Klickitat Wine Trail is a must-visit for wine lovers. The trail is a major waterway and a source of recreation. The trail is a major waterway and a source of recreation. The trail is a major waterway and a source of recreation.

### 4. WHITE SALMON RIVER

Flowing through the heart of the Columbia River Gorge, the White Salmon River is a major waterway and a source of recreation. The river is a major waterway and a source of recreation. The river is a major waterway and a source of recreation.

### 5. HUSUM FALLS

Flowing through the heart of the Columbia River Gorge, the Husum Falls is a major waterway and a source of recreation. The river is a major waterway and a source of recreation. The river is a major waterway and a source of recreation.

### 6. GOLDENDALE OBSERVATORY

One of the most spectacular in the world, the Goldendale Observatory is a must-visit for astronomy enthusiasts. The observatory is a major waterway and a source of recreation. The observatory is a major waterway and a source of recreation. The observatory is a major waterway and a source of recreation.

### 7. MOUNT ADAMS

One of the most spectacular in the world, Mount Adams is a must-visit for hikers and nature lovers. The mountain is a major waterway and a source of recreation. The mountain is a major waterway and a source of recreation. The mountain is a major waterway and a source of recreation.

### KLICKITAT'S MUST-SEE DIVERSIONS

East of Goldendale, near Bickleton, four points are down thousands of blacked houses, making it the "Blackhead" of the world. The Blackhead is a must-visit for hikers and nature lovers. The Blackhead is a must-visit for hikers and nature lovers. The Blackhead is a must-visit for hikers and nature lovers.

THE 2001 WINNING

- Goldendale River Gorge (10 miles)
- Washington's Columbia River Gorge
- Mount Adams State Park (10 miles)
- Goldendale Chamber of Commerce
- Mount Adams Chamber of Commerce

**FOR MORE INFORMATION**

Klickitat County Tourism  
www.klickitatcounty.org/tourism

Goldendale Chamber of Commerce  
800-773-3381  
www.community.gorge.net/goldendale

Mt. Adams Chamber of Commerce  
509-493-3630  
www.mtadamschamber.com

Columbia River Gorge Visitor Association  
1-800-96-GORGE • www.crgva.org

## Complementary activities or "diversions":

The "while you're here..." activities

- Help you get visitors to spend the night
- Encourages people to come back
- Allows you to focus on your USP

# Are printed brochures and guides even important anymore?



## Bentley University's Center for Marketing Technology

Prior to traveling: Brochures = **32%**

#1: Internet

#2: Friends & family

While traveling: **81% (#1)**

## Bottom line

- Materials you physically send must convince the “prospect” to make you worth a special trip.
- Once they arrive, market the complementary activities that will get them to stay longer and come back again.
- Your website: primary lure first, then the “while you’re here...” activities.

## Bottom line

Your printed materials **MUST** be good enough to  
**close the sale**  
or to drive customers to your website for  
**additional details.**

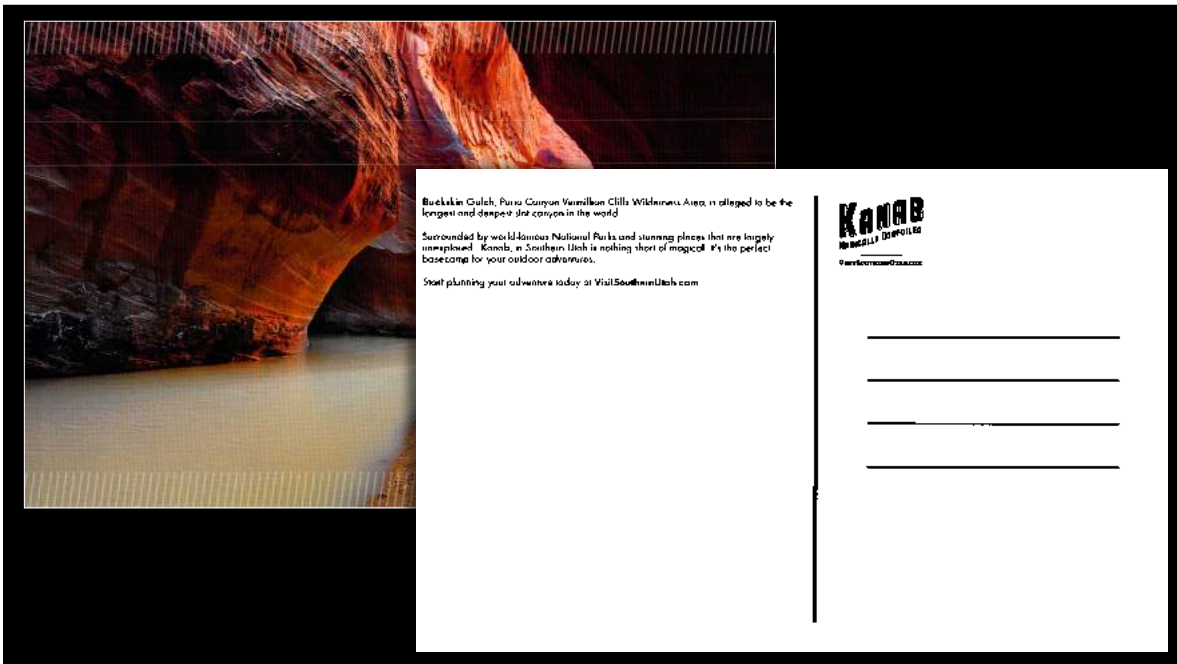


Fantastic postcard









## What to do

- Have all of your lodging facilities hand out a postcard to guests on arrival.
- If guests want to mail out more than one, provide them with some other postcards as well.
- Offer to mail it for them.

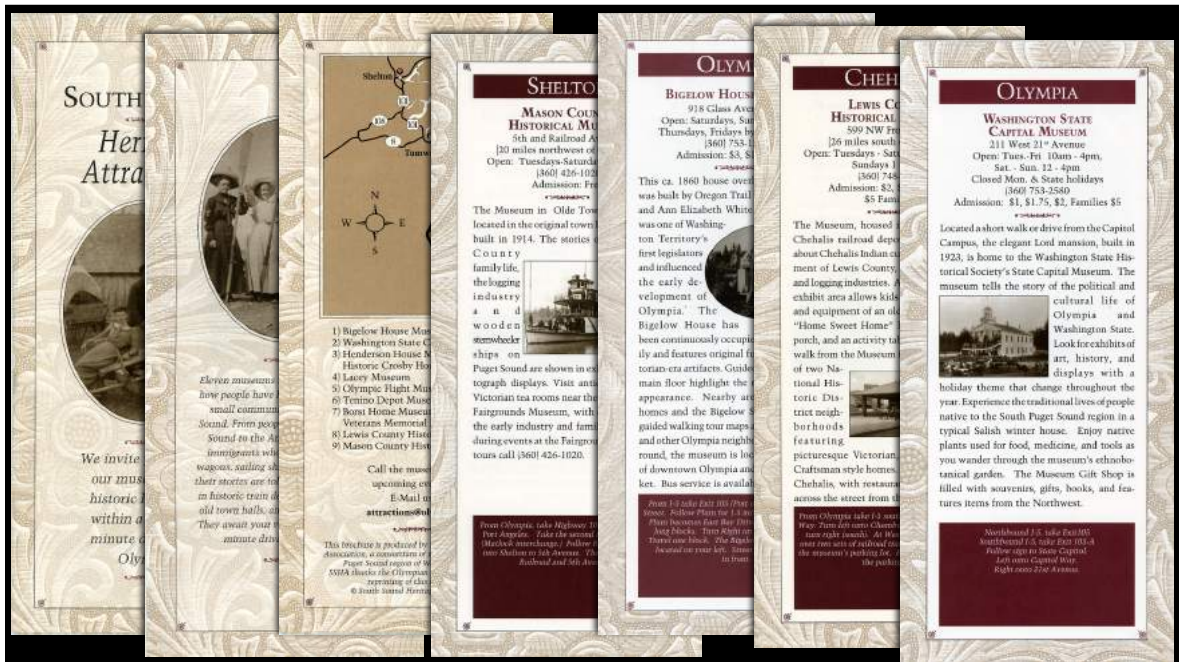


Best co-op brochure

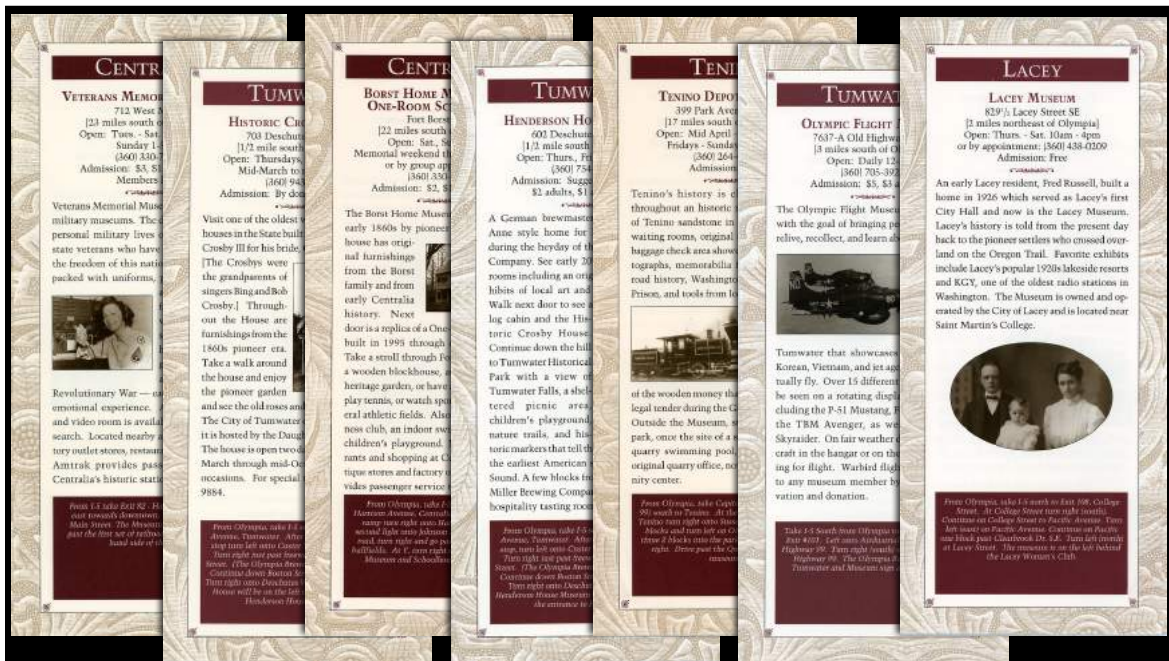








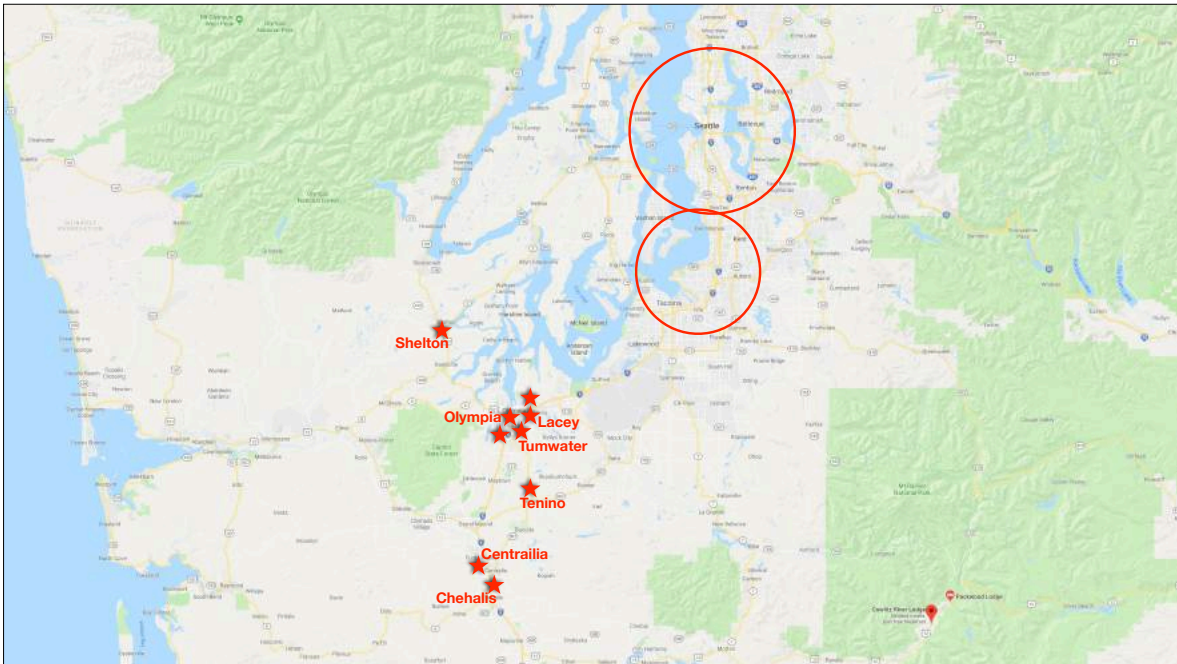




## Bottom line

About \$200 per museum  
Attendance tripled  
while cutting the collective marketing budgets  
by two-thirds





Best “Best of” brochure



# Regional best-of guide





[Members](#)
[Recipes](#)
[Blog](#)

HOME / ABOUT / GET STUFF

2017 Culinary Adventure Guide

[In Nova](#) | [Travel in April 2017](#) | [By Christine Wolfe](#)

[TWITTER](#)
[FACEBOOK](#)
[PINTEREST](#)

**2017 Culinary Adventure Guide**

**RESTAURANTS, CULINARY EXPERIENCES, PRODUCTS & CHEF-INSPIRED RECIPES**

*Eat & Drink Your Way Around Nova Scotia!*

This is the **ONLY** guide you need to eat and drink your way around Nova Scotia. Your challenge? Travel the province and try all 194 local culinary experiences.

**This year, our culinary guide includes:**

- information on over 190 of the best restaurants, culinary experiences and producers from around the province;
- 10 brand new, original recipes submitted by our members;
- handy information on how to best enjoy your culinary adventure in Nova Scotia.

Whether you live in Nova Scotia and are looking to add a taste of local to your life, or you're discovering our beautiful province for the first time, this guide is an essential resource for planning your adventure.

To pick-up your complimentary copy of the 2017 Taste of Nova Scotia Culinary Guide, visit any of our member [Joulties](#), [Nova Scotia Visitor Information Centres](#) or select [NSIC](#) locations. You can also [contact us](#) to order your copy today.

Where will your adventure take you?

[SEE MORE](#)
[STORE](#)

Get recipes, events and special offers
 
[SIGN UP](#)

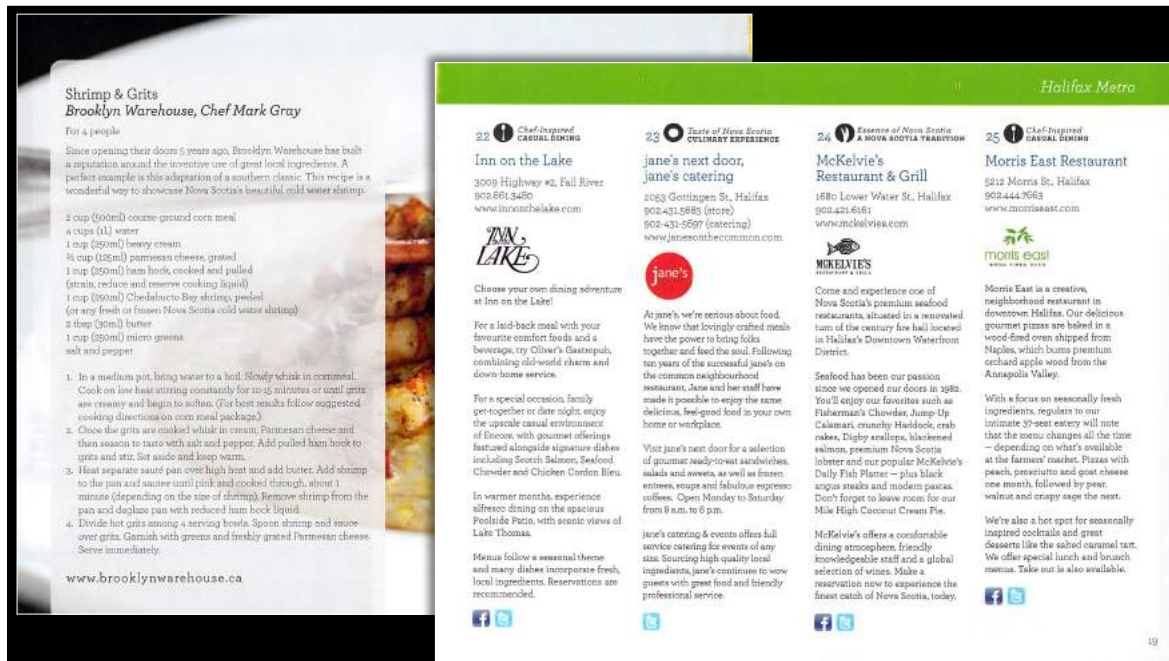
Other ways to enjoy Taste
 [f](#)
[p](#)
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**Give the Gift of Local**

Get recipes, events and special offers
 
[SIGN UP](#)







# Community best-of guide








## Promoting Your “Anchor Tenants”

Presented by Roger Brooks



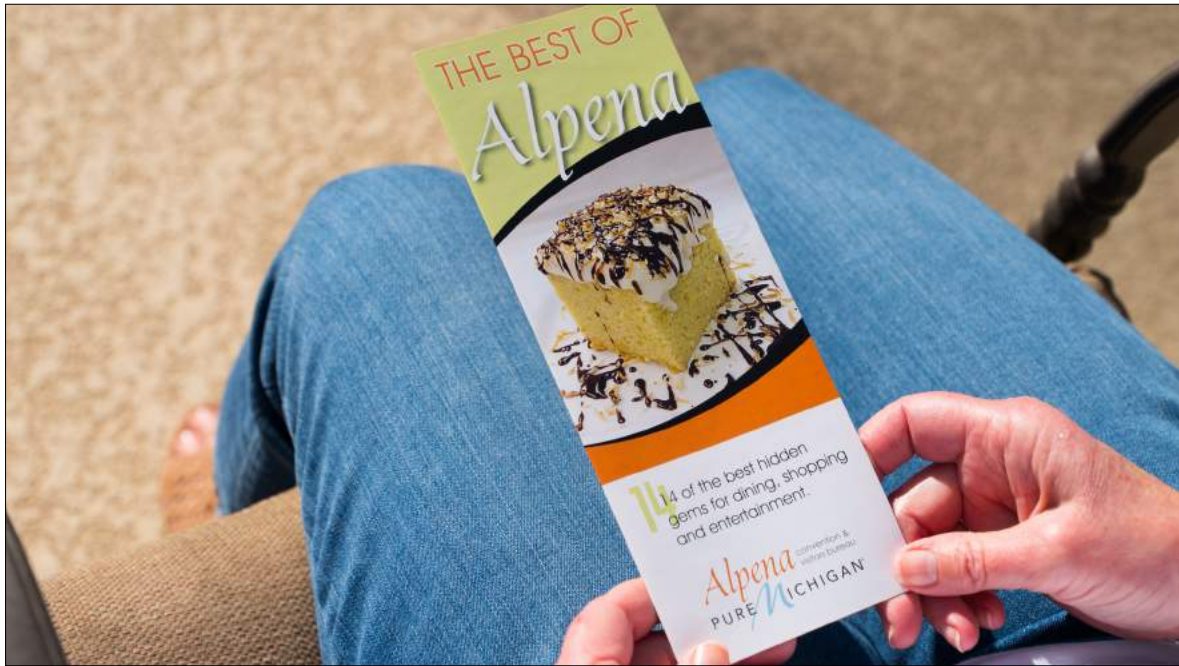
How to develop your Best Of guide without getting killed by local politics.

DestinationDevelopment.org

# Honorable mention







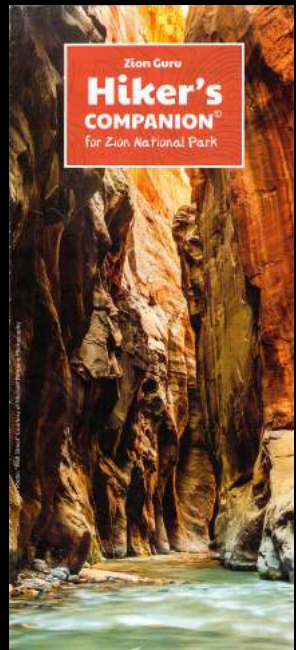




# Best activity brochure

Private business





## Welcome to Zion National Park

Zion National Park is comprised of captivating views, highly variable weather, extreme terrain, and adventurous and subtle activities. Your visit to Zion is as sacred as the land itself and deserves your care, your time, and your gratitude. What it gives is beyond measure, what you take or leave can change visitation for millions. Its towering walls and sinuous slot canyons do not need us, but we need places like Zion.

The Hiker's Companion® is provided as a courtesy of Zion Guru. We are honored to host and help you have an amazing Zion experience. We have highlighted a few popular hikes in the Park, and look forward to sharing variations, additions, and off the beaten path destinations that may better fit your needs. Visit Zion Guru for more trip planning advice and recommendations.

### Hikes

#### Watchman 🌞 🌱 🌿 🌳 🌴

**Difficulty:** Moderate, but short  
**Elevation Gain/Loss:** 300 feet / 91 meters gain  
**Average Hiking Time:** 1.5 to 2 hour round trip  
**Distance:** 2.7 miles / 4.3 km  
**Trailhead Location:** Begin from the RV parking lot north of the Visitor Center. No shuttle required.  
**Optimal Time to Hike:** Spring, fall, winter, anytime; summer, before 10am

**Experience:** If you are looking for a stunning sunrise, soothing sunset, short trail run or meditative walk, this hike brings a heart fulfilled Zion experience. Best as a morning hike in summer due to late morning sun; picturesque views of Springdale, the West Temple, and Mt. Kinross. Excellent rock bench at trail's end for yoga, bring your mat. Rarely busy.

**Permits:**  
 Wilderness permits are required for all overnight hikes, all day and overnight canyoneering trips, and any overnight climb. Available in person at the Wilderness Desk at the Visitor Centers in the main canyon and Kolob, OR online via <https://www.zionpermits.nps.gov>.

### The Basics

#### What To Bring For Day Hiking

- Hiker's Companion®
- Food / Water (2L)
- Sturdy footwear
- Sunscreen
- Sun hat
- Day pack
- Car keys / room keys
- First aid kit
- Sunglasses
- Quick dry clothing
- Rain Gear
- Resisto® waste bag
- Headlamp
- Camera
- Waterproofing bags
- Park Pass / ID

#### Be A Hiking Guru

- Learn before you go
- Help preserve and protect the resources
- Move gently and thoughtfully upon Mother Earth
- Take deep inhales and slow exhales of Zion's pure air
- Look, listen, and feel nature's messages
- Embrace "Leave No Trace Desert Ethics"

#### Leave No Trace® Desert Ethics

- Leave only footprints
- Take only pictures
- Keep away from wildlife
- Hike on established trails
- Carry out poop and garbage
- Use restrooms before hiking
- Preserve vegetation
- Resist the urge to collect or carve

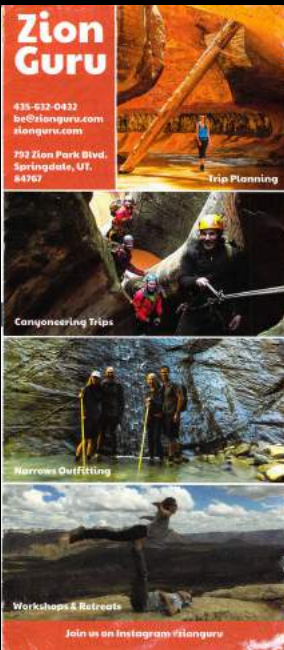
#### Companion Legend

**Shuttles**  
 1 Indicates the shuttle stop nearest to the trailhead. Absence of this icon means the hike does not have shuttle service. Free shuttles run seasonally March - November.

**Difficulty Ratings**

Easy	Moderate	Strenuous

**Joy Rating**  
 More smiles = more potential joy. Derived from first hand experience and direct feedback from thousands of customers.  
\*Your joy may vary



**Zion Guru**  
 435-632-0832  
 be@zionguru.com  
 zionguru.com  
 792 Zion Park Blvd,  
 Springdale, UT,  
 84767

**Trip Planning**  
 Canyoneering Trips  
 Narrows Outfitting  
 Workshops & Retreats  
 Join us on Instagram @zionguru

## Hikes

#### Pa'rus Trail 🌞 🌱 🌿 🌳 🌴

**Difficulty:** Easy, wheelchair accessible  
**Elevation Gain/Loss:** 50 feet / 15 meters gain  
**Average Hiking Time:** 1 hour one-way from Canyon Junction to the Visitor Center or 2 hours round trip from Visitor Center  
**Distance:** 1.7 miles / 2.72 km, one-way  
**Trailhead Location:** Visitor Center or Canyon Junction  
**Optimal Time to Hike:** Year round, before 9am or after 7pm in the summer

**Experience:** Bike, hike, jog, dog walk, enjoy an autumn evening photographing the brilliant yellow of the cottonwood trees or a winter sunset. Multiple bridges zigzag the Virgin River giving a sense of the path truly following the river course. Many side trails to swimming holes along the river!

"Nature does not hurry, yet everything is accomplished."  
- Lao Tzu

#### Emerald Pools 🌞 🌱 🌿 🌳 🌴

**Difficulty:** Easy to Strenuous (Upper only)  
**Elevation Gain/Loss:** 80-360 feet / 24-110 meters gain  
**Average Hiking Time:** 1 to 2 hours round trip (when combining Upper and Lower)  
**Distance:** up to 2 miles / 3.2 km  
**Trailhead Location:** Start at Zion Lodge via Lower Emerald Pools or Grotto Trailhead via Kayenta Trail  
**Optimal Time to Hike:** Year round. Best in the early morning or after 3pm in summer

**Experience:** The Emerald Pools is a beginner hike where you can experience one of Zion's greatest gifts: water. The Lower Emerald Pools is the easiest to access, providing incredible views of sandstone walls and spring flow surfacing 800-1000 year old water. This 1.2 mile round trip hike is great for families with small children as well as non-hikers. The Middle Emerald Pools Trail has been closed and will continue to be closed indefinitely due to significant trail damage caused by a landslide. The Upper Emerald Pool is the result of water seeps coming out of the Kayenta sandstone layer. Living up to its name, this emerald pool is not for swimming, but for viewing the massive sandstone walls above you and the rare seasonal storm runoff creating a 450 foot / 140 meter waterfall exiting Heap's Canyon.

#### Kayenta Trail 🌞 🌱 🌿 🌳 🌴

**Difficulty:** Moderate  
**Elevation Gain/Loss:** 150 feet / 46 meters gain  
**Average Hiking Time:** 2 to 4 hours of hiking round trip.  
**Distance:** 1 mile / 1.6 km, one-way  
**Trailhead Location:** Grotto Trailhead on the Scenic Drive  
**Optimal Time to Hike:** Year round, early morning or late afternoon May - September

**Experience:** After visiting the Emerald Pools, a beautiful continuation hike is to follow the Kayenta Trail along the cliff band to the Grotto picnic area. This one-mile extension of trail is similar in difficulty to the Emerald Pools but provides more continuous views up and down the Virgin River corridor above the tree tops. Connect with the Grotto trail for a full loop hike back to the Zion Lodge. This loop is a fantastic morning run.

#### Angels Landing 🌞 🌱 🌿 🌳 🌴

**Difficulty:** Strenuous - steep trail and switchbacks for 2.5 miles each way  
**Elevation Gain/Loss:** 1000 feet / 300 meters gain to Scout's Lookout, additional 500 feet / 150 meters gain to Angels Landing  
**Average Hiking Time:** 2 to 4 hours round trip  
**Distance:** 5 miles / 8 km round trip  
**Trailhead Location:** Grotto Trailhead on the Scenic Drive  
**Optimal Time to Hike:** Early morning or mid-afternoon in May - September, otherwise a casual 9am start most other times of year. Traction devices often needed in winter.

**Experience:** The Walter's Wiggles switchbacks are the most strenuous physically, but the last 1/2 mile out on the Landing push many people mentally with exposed cliff edges and chain hand rails. Good traction is essential, but traction won't guarantee the summit. A centered mind and agile movements are a must. Not recommended for acrophobes or small children. Missing the summit is OK, as the hike to Scout's Lookout is still a good challenge with awe inspiring views, or continue up the West Rim Trail for views comparable to Observation Point and visit Little Siberia with vast expanses of white slick rock. Return to Grotto trailhead the same way you hiked in.

## Amenities

## Ratings (smiles)

## Difficulty

## Elevation gain | loss

## Average hiking time

## Distance (or range)

## Trailhead location

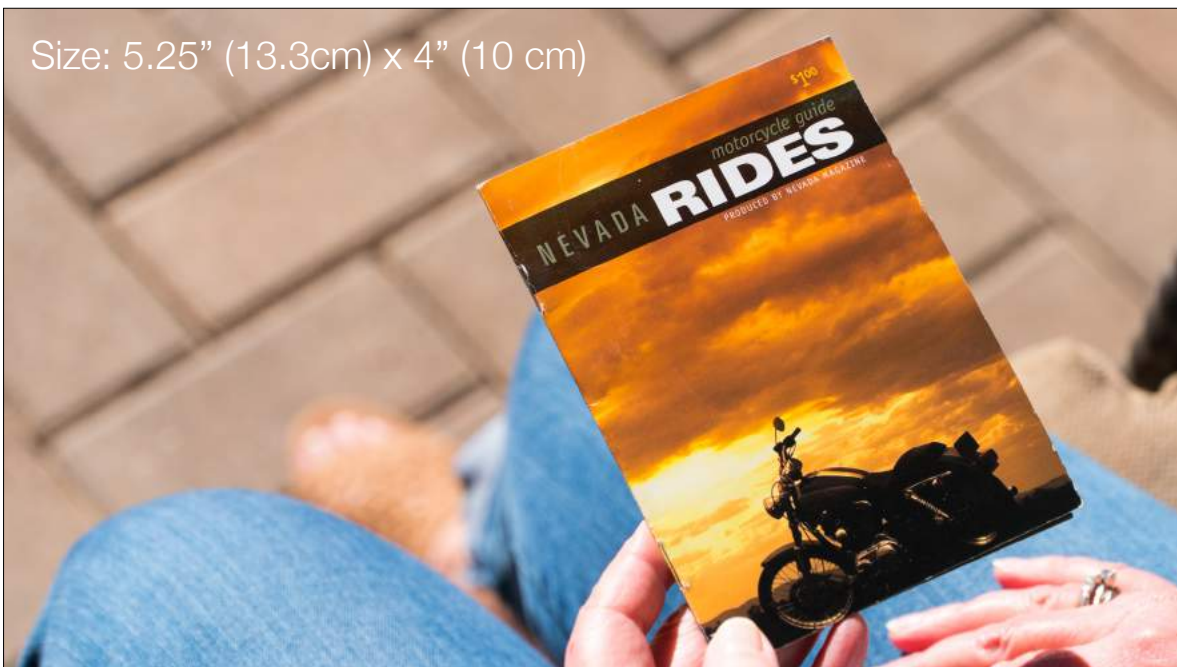
## Optimal time to hike

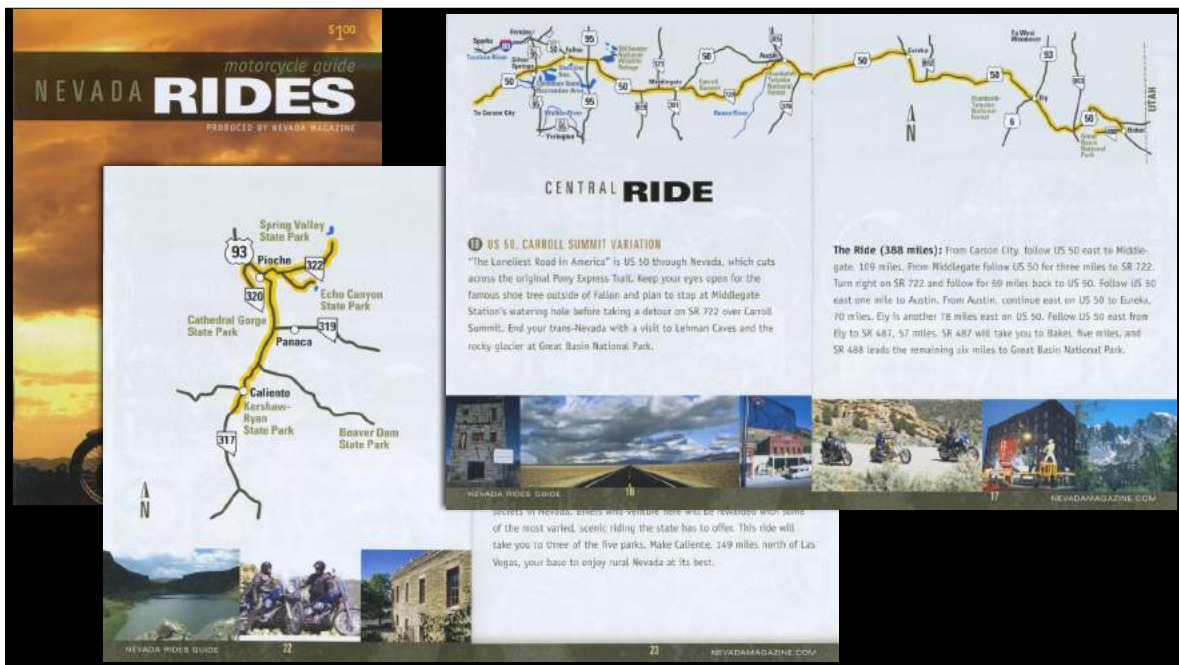
## Experience



# Regional focus

Size: 5.25" (13.3cm) x 4" (10 cm)





Area focus







**the Most Beautiful Drive in America**

LAKE TAHOE'S 72-MILE SHORELINE GUIDE

[www.MostBeautifulDrive.com](http://www.MostBeautifulDrive.com)

**You are about to embark on a scenic journey unlike any in the world.**

This brochure is designed to guide you through the most scenic and beautiful drive in America. Lake Tahoe is a high alpine lake, the lake contains more than 99 percent pure, and a white diamond of 70 feet. Lake Tahoe's altitude is 6,225 feet. The California/Nevada line runs through the lake.

**From Stateline, Nevada travel west on:**

- 1) Heavenly Village - Shop, eat, and enjoy the view.
- 2) Camp Richardson - Historic cabin with 1000 located in the center of Tahoe City.
- 3) U.S. Forest Service Lake Tahoe National Forest - Scenic views of the lake and surrounding mountains.
- 4) Emerald Bay Lookout - Spectacular views of the lake and surrounding mountains.
- 5) D.L. Bliss State Park - Scenic views of the lake and surrounding mountains.
- 6) Meeks Bay - Former home of the first settler.
- 7) Sugar Pine Point State Park - Lake Tahoe's first state park, offering scenic views, hiking, and fishing.
- 8) Tahoe Maritime Museum - 5000 photos and artifacts from the lake's history.
- 9) Gatekeepers Museum - History of the lake and surrounding mountains.

**From Stateline, Nevada travel east on:**

- 10) Squaw Valley USA - Site of 1960 Winter Olympics, offering skiing, snowboarding, and more.
- 11) Donner Memorial State Park - Historic site of the Donner Party.
- 12) Truckee - Historic railroad town with shops and restaurants.
- 13) Kings Beach - Beach, park, and historic site.
- 14) Crystal Bay - Site of many early resorts and historic buildings.
- 15) Stateline Lookout - Top of stunning views of the lake and surrounding mountains.
- 16) Mt. Rose Lookout - View of Lake Tahoe and surrounding mountains.

**Return to Highway 20 east:**

- 17) Spooner Lake - Lake loop trail and other hiking.
- 18) Cave Rock Vista Point - Scenic view of the lake and surrounding mountains.
- 19) Zephyr Cove - Unique restaurant, beach, and park.
- 20) Sand Harbor - Spectacular sandy beach, historic site, and scenic views.

**You have now completed the Most Beautiful Drive in America.**

For more information on any of these sights or for general information on Lake Tahoe please visit: [www.laketahoe.com](http://www.laketahoe.com)

**Highway 89 north between Tahoe City and Truckee**

- 10) Squaw Valley USA - Site of 1960 Winter Olympics, offering skiing, snowboarding, and more.
- 11) Donner Memorial State Park - Historic site of the Donner Party.
- 12) Truckee - Historic railroad town with shops and restaurants.
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**Visitor Information**

Several Visitor Centers are conveniently located along your route. Stop by and talk to a Visitor Information Specialist for local insights.

**Incline Village/Crystal Bay Visitor Center**  
901 Tahoe Boulevard  
Incline Village, NV 89451  
(775)831-3600  
(800)525-7445 (800-468-2413)  
[www.laketahoe.com](http://www.laketahoe.com)

**Lake Tahoe Visitor Authority South Lake Tahoe Visitors Center**  
2085 Lake Tahoe Blvd.  
South Lake Tahoe, CA 96150  
(530)641-5253  
(800)474-1432 (800)148-7403  
[www.laketahoe.com](http://www.laketahoe.com)

**Stateline Visitor Center**  
155 Hwy 20  
Stateline, NV 89449  
(775)208-4328  
[www.laketahoe.com](http://www.laketahoe.com)

**Truckee Donner Chamber of Commerce**  
3003 Donner Pass Rd  
Truckee, CA 96161  
(530)541-2717

**North Lake Tahoe Chamber of Commerce**  
360 N. Lake Boulevard  
Tahoe City, CA 96141  
(530)641-4300  
(800)525-7445 (800)468-2413  
[www.laketahoe.com](http://www.laketahoe.com)

**Stateline Visitor Center**  
155 Hwy 20  
Stateline, NV 89449  
(775)208-4328  
[www.laketahoe.com](http://www.laketahoe.com)

**Truckee Donner Chamber of Commerce**  
3003 Donner Pass Rd  
Truckee, CA 96161  
(530)541-2717

Established in 1992, the Incline Village/Stateline National Scenic Overlay Program promotes the recognition and enjoyment of America's most beautiful roads. Each scenic route follows a truly American experience. To travel these magnificent paths, meet at the beauty and embrace the diversity.

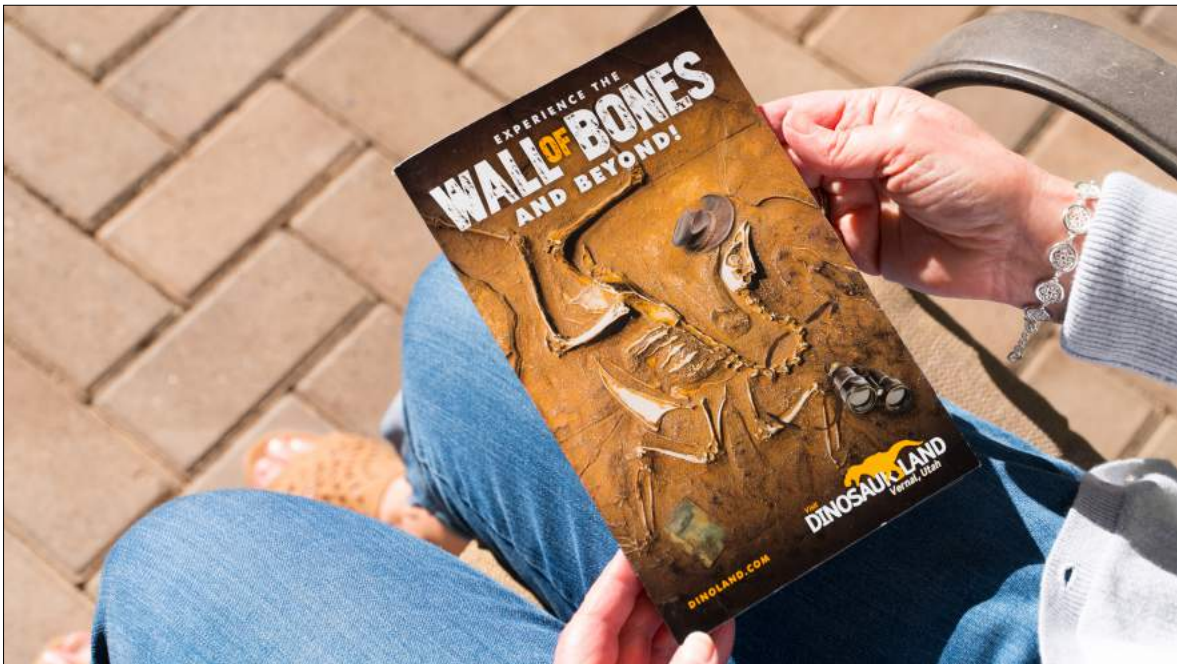
**nevada**  
Nevada Commission on Tourism  
[www.travelnevada.com](http://www.travelnevada.com)

**laketahoe**  
Lake Tahoe Chamber of Commerce & Visitor Services  
[www.laketahoe.com](http://www.laketahoe.com)

**lake tahoe**  
Lake Tahoe Chamber of Commerce & Visitor Services  
[www.laketahoe.com](http://www.laketahoe.com)



## Best Area Guide















## The best of's

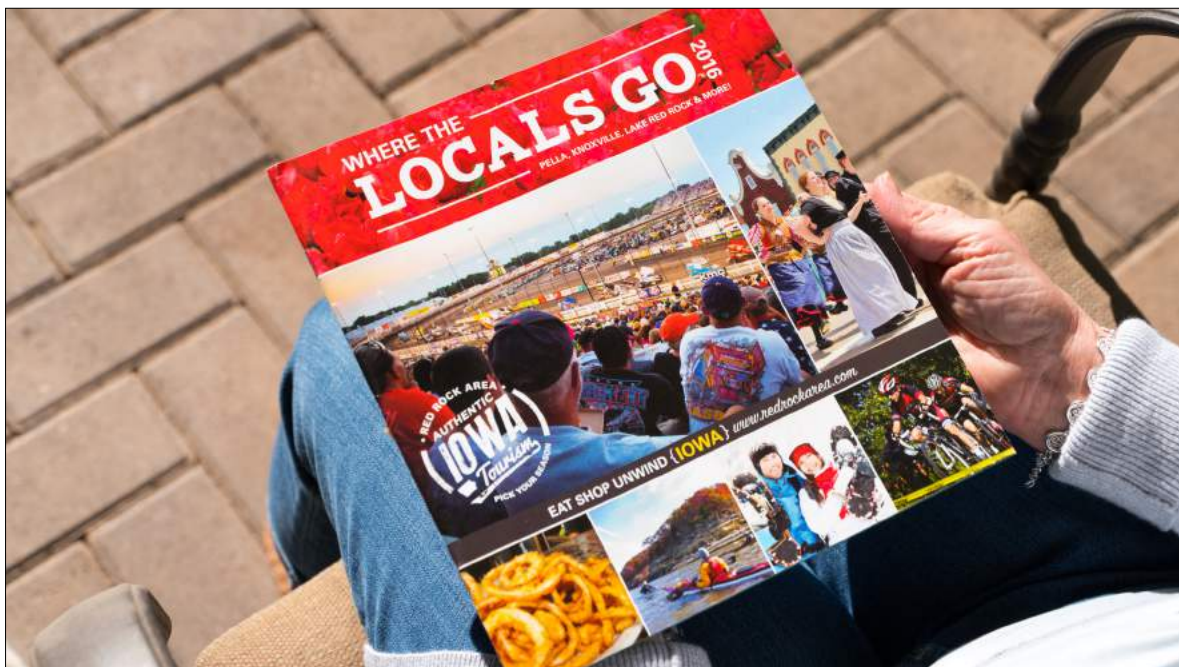
1. Best photograph (the social media icon)
2. "Local picks" for "hidden gems," nightlife
3. Must see and do activities - the top three (no more than five)
4. Best picks: Breakfast, lunch, dinner, shops

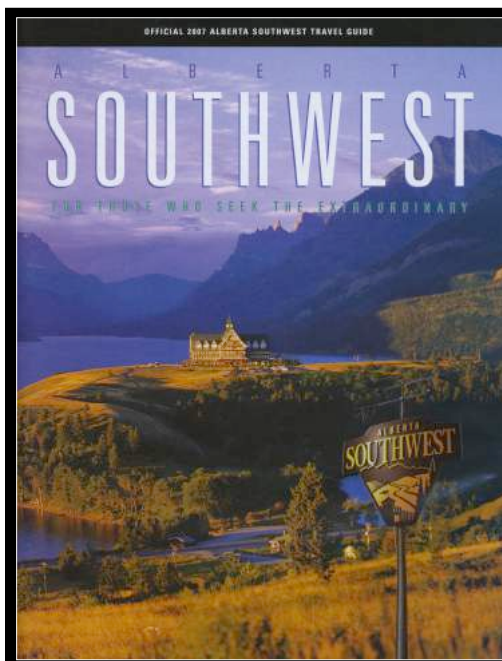
## What to do

- Visitors LOVE "The Top 3" or even "The Top 5 Must Do Activities."
- Photography | History | Activities | Eats | Tours



Honorable mention





## Waterton Lakes National Park

Waterton Lakes National Park showcases world class landscape in a very unique setting. Rising abruptly from rolling prairies in the snowy Rocky Mountains, this 505-square-kilometre park features a sprinkling of stunning lakes, waterfalls and canyons.

Though the park is small and its many attractions are easily accessible, it never seems crowded. It's a perfect place for intensely scenic drives, quiet trails through the quiet, lake-side village of Waterton or contemplative wildlife watching — ranging from roadside highway drops to more than 250 species of birds.

Waterton Lakes National Park is a global treasure and enjoys a unique, triple distinction. In 1932, it joined Glacier National Park in adjacent Montana to become the world's first international peace park. More recently, it has claimed two UNESCO designations: a World Heritage Site and a Biosphere Reserve.

The 16 km drive from the park entrance is certainly a showstopper: an elevated, winding approach through rolling hills and suddenly, Upper Waterton Valley and its alpine food-like setting. The prime view to appreciate this incredible experience is from the elevated overlook at the steady Prince of Wales Hotel, built in 1927 by the Great Northern Railway.

Two scenic drives, both adjacent to the village, are an excellent way to introduce visitors to the "Waterton experience." The Mountain Parkway follows Cameron Creek for 15.2 km up a gravel valley to Cameron Lake, where you can wander along shoreline walking trails, view a self-proclaimed lion or scan the far shore for prairie grizzly bear habitat. Along the parkway is a national historic site marking the 1902 drilling of western Canada's first producing oil well, Red Butte.



Cameron Lake's prairie views reflect the spectacular alpine slopes across the international border. Enjoy the views by taking along the Lakeside trail and enjoying the lake's prairie views.

Parkway is a 14 km drive through flower-filled rolling terrain, temperate park views, and past scenic picnic sites to the temperate deep Red Rock Canyon (see page 31-32 for lakes departing from both parkways).

The park offers a variety of accommodations ranging from historic, hands-on, elegant and quiet rooms to full service hotels and rustic campgrounds. On both summer weekends, it's a good idea to make reservations well in advance. A fine way to stay and end your day is to drop in to one of the village's excellent restaurants or cafes. Waterton's compact village atmosphere also offers a unique array of clothing, souvenirs, fine arts and crafts, and outdoor stores.

[www.albertawaterlakes.ca](http://www.albertawaterlakes.ca)



The 14 kilometre Red Butte Parkway trail is the scenic and only trail that leads to the summit of Red Butte Canyon.

### INTERNATIONAL DRIVES

For unparalleled scenery with a peaceful view, head west about Waterton Lakes in its 505 km drive to Glacier National Park, along the Waterton-Trailway. From 15-20 km and give a peaceful drive with a view of the world's first international peace park.

1

### WILDLIFE FESTIVAL

Waterton Lakes National Park is home to an abundance of wildlife. Many of these species are found in the Waterton-Trailway. From 15-20 km and give a peaceful drive with a view of the world's first international peace park.

2

### HILING WATERFALL

Waterton Lakes National Park is home to an abundance of wildlife. Many of these species are found in the Waterton-Trailway. From 15-20 km and give a peaceful drive with a view of the world's first international peace park.

3



Waterton Village on the shore of Upper Waterton Lake

### Discover Waterton Lakes National Park

#### Waterton Village

The village provides all the amenities for a memorable stay. Shop for clothing, souvenirs, fine arts, crafts and outdoor gear. Cook a fine meal and enjoy your dinner at a variety of local pubs, cafes, bistros and restaurants. Rent a lake, lake, or a boat to have a picnic or just relax in the sun.



#### Prince of Wales Hotel

The historic Prince of Wales Hotel has been a landmark of Waterton for more than half a century. Its high on a cliff overlooking the Waterton Lakes and surrounding peaks, the hotel offers a traditional British atmosphere complete with afternoon tea.



#### Wildlife

Waterton offers abundant opportunities to view a wide variety of wildlife, including bighorn sheep, elk, deer, moose, mountain goat, and bear. The view from the top of the park is a paradise for the wildlife lover.



#### Mountains

Alpine Waterton ranges from the peaks of a waterfall. The towering summit of Cameron Peak is a popular attraction that can be easily seen from the main entrance.



### Waterton Wildflower Festival - 1 800 255 1395

Waterton Wildflower Festival June 15-24 2007  
From hazy to hot, wildflowers are on display in Waterton Lakes National Park. Over 100 species from a prairie to alpine are on display. Fifty of Canada's rare flowers grow in Waterton. 30 of which are found only in the park. Come to Waterton for 10 days of special events, field walks, and classes — photography workshops, flower identification, mountain goat and more. Waterton Park/Alberta South West Tourism. [www.WatertonWildflowers.com](http://www.WatertonWildflowers.com)



### Alpine Stables - 403 850 2962

Wildlife, alpine lakes, and wilderness can be enjoyed as you wander through wooded trails or climb to the top of mountains on an epic journey. Our guided rides provide western education for the whole family with horses, full day and full day rides. We accommodate beginners to experienced riders.

Open May thru September 9:00 a.m. - 5:00 p.m.

Box 15, Waterton Park

Located across from the golf course road

95 tickets call 403 850 2962 [www.alpinestables.com](http://www.alpinestables.com)



### Waterton Lakes National Park - See, Share, 403 850 2314

14 holes full service restaurant and clubhouse. We book treatments and social functions. Hooty Tooty The original design was a nine-hole course that was put into service in 1927 with a second nine-hole added in 1959. **Events - June 25th Mini Golf Scramble**  
- August 17th Mini Golf Scramble

Email: [info@watertonlakes.com](mailto:info@watertonlakes.com)

[www.watertonlakes.com](http://www.watertonlakes.com)



### The Lamp Post Dining Room at Kinrossy Lodge - 403 850 2312

The historic Kinrossy Lodge in Waterton Lakes National Park serves you a gourmet meal in a historic setting at the award-winning Lamp Post Dining Room.

- Diverse dining, superior service, magnificent scenery  
- Daily brunch, scenic views, everything for everyone  
- Any day... any season... except

Email: [info@watertonlakes.com](mailto:info@watertonlakes.com)

[www.watertonlakes.com](http://www.watertonlakes.com)



**Bayshore Inn - 1 800 343 2095 & Waterton Glacier Inn - 403 850 2312**  
Bayshore Inn - Full service historic inn with historic rooms and views. We feature a historic dining room, lounge, bar, gift shop and the largest convention center in the park. [www.bayshoreinn.com](http://www.bayshoreinn.com)

**Waterton Glacier Inn -** Open year round. Waterton's historic luxury resort, all suite hotel with historic charm, scenic views, convenient to all the lakes in the area. [www.watertonlakes.com](http://www.watertonlakes.com)

### Experience Great Western Fun

See every one page 32



### Great Canadian Horn Dance & Family Campground

Quite possibly the only campground where the whole family can camp, dance, enjoy recreational activities and take in the entertainment, all in one scenic location. Only an Alberta camping destination made for the fun!

\*Homes, bath, kitchen, laundry facilities, playgrounds, convenience

\*Full strength wire, power, water, hookups, running, group camping

\*Variety of recreational activities

Box 122, Hill Spring AB T0K 1M0  
403 850 2312 • 1 800 255 1395  
[www.greatcanadianhorndance.com](http://www.greatcanadianhorndance.com)



### Simply the Best B & B Retreat

Only this working cattle ranch, sitting surrounded by prairie scenery and close to major attractions. Comfortable rooms, home-cooked meals served with warm hospitality, and thoughtful interpretation make for lasting friendships and memorable vacations. Open from May long weekend to September 30th. Located 16 km east of Waterton on Highway 5.

Box 8 Waterton AB T0K 1M0  
403 850 2312  
Email: [stopping@stoppinglodge.com](mailto:stopping@stoppinglodge.com)  
[www.stoppinglodge.com](http://www.stoppinglodge.com)



### Mountain Meadow Trail Rides

Step into a time and place where the spirit of the West lives on. Ride side-by-side on registered horses from the historic Indian Ranch, and discover the Legends of Waterton. We rent in spectacular Waterton Lakes National Park. The ride approx. 1.5 hr to full day, custom ride, canoe & lake, 1.5 hr to 4-day overnight backcountry riding trips include wilderness horse camp, coffee, hot tubs, delicious meals.

Sign on Hwy 5 in Mountain View 18 km east of Waterton Park entrance.

403 850 2312 • 1 800 255 1395  
[www.mountainmeadowtrails.com](http://www.mountainmeadowtrails.com)



### Kamath River Sports

We are the only rafting company located in Waterton, as well as the oldest rafting company in the north side of Waterton Park entrance.

Many Glacier and 45 miles from the West. We specialize in beginner and intermediate rafting, inflatable kayaking, guided fishing, water sports, canoe and equipment rentals. We have the only company offering trips on two rivers in the area.

1 800 255 1395  
[www.kamath.com](http://www.kamath.com)





## Best business brochure




# The Houseboat From Hell

Experience the majestic beauty of the Pacific Northwest aboard the 55' Myacht Houseboat "Kimmy Ann"

**STUTZMAN HELLS CANYON GUIDE SERVICE**


Come and experience a relaxed and enjoyable family vacation, for up to 8 people, that you personally customize.


**STUTZMAN HELLS CANYON GUIDE SERVICE** will individually tailor your vacation, to assure you will experience the majestic beauty of the Hells Canyon National Recreation Area from Copper Field Park to the Hells Canyon Dam. Cruise the tranquil Hells Canyon Reservoir aboard the fully equipped, 55 foot Myacht Houseboat "Kimmy Ann".



Hells Canyon is the deepest gorge in North America and is surrounded by awe inspiring mountains that form the boundary between Idaho and Oregon. The Hells Canyon area is breathtaking, from the quite calm of early morning to the peaceful cool evenings by the campfire.

But don't let the name fool you, Hells Canyon is really a slice of heaven. From the moment you step on board, comfort and relaxation will be redefined. As you cruise the placid waters of Hells Canyon, pause for a refreshing swim or catch that night's dinner, which we will be happy to prepare for you.






Most of our guests fly to Boise, Idaho, and from there in a 1 hour drive to our location. We can even arrange to pick you up at the airport, if you prefer.

**HOUSEBOAT ACCOMMODATIONS**

- Air conditioning
- Meals
- Sleeping quarters (bedding & linens included)
- Full bathroom facilities
- Experienced captain and crew on-site 24 hour
- Fishing tackle and kayaking equipment

**ACTIVITIES**

- Fishing
  - Small Mouth Bass - Gizzard
  - Blue-Gill - Trout - Catfish
  - Bass - Fly Fishing Carp
- Upland Game Bird Hunting
- Kayaking and Swimming
- Sight Seeing



Have the neighbors?

**STUTZMAN HELLS CANYON GUIDE SERVICE**

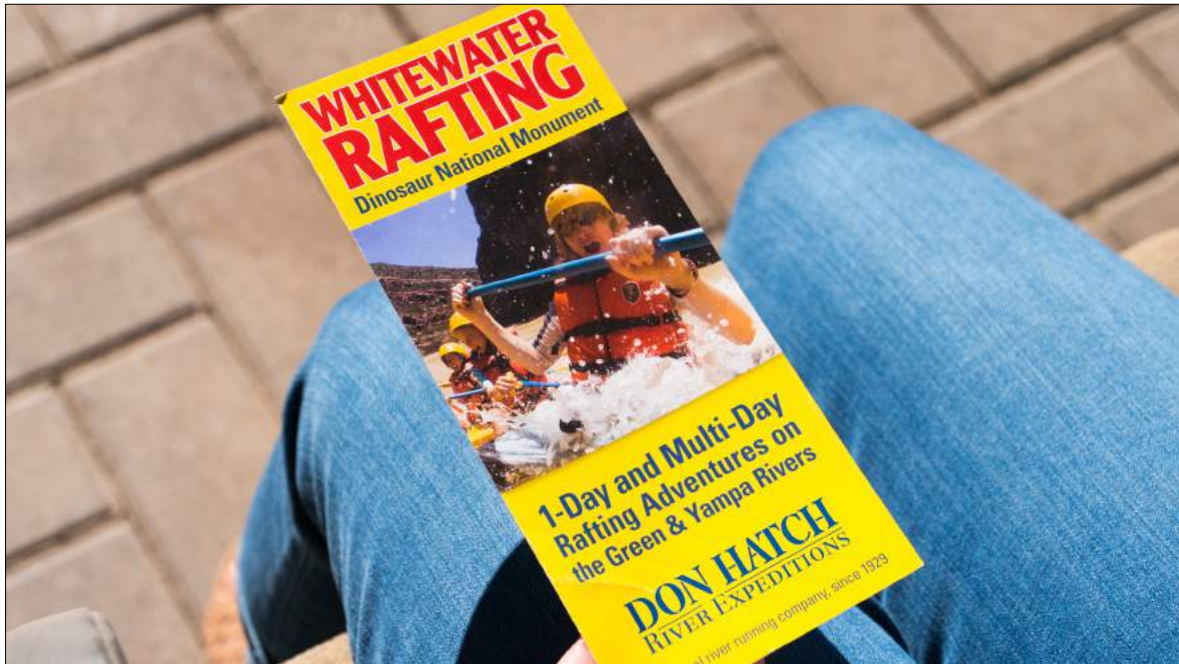
Contact us at 541-742-4828  
and start planning your personalized vacation of a lifetime

P.O. Box 733  
46346 Fish Lake Road  
Halfway, OR 97834  
Email: [stut2@pinetel.com](mailto:stut2@pinetel.com)  
[www.hellscanyoncustomrods.com](http://www.hellscanyoncustomrods.com)

## What to do

- Yellow on a dark background always draws the eye.
- Get their attention - and pull them in.
- Promote the experience first, company at the bottom.

Honorable mention



## WHITEWATER RAFTING

Dinosaur National Monument

**Why Don Hatch?**  
There's a lot to be said for experienced guides. Don Hatch River Expeditions has been in business over 85 years. It's a proven track record of expertise and a superior staff of guides and support staff. If you don't have the experience, you'll want to join the team.

**Quality & Service**  
We strive to offer our guests the best possible experience. Our guides are experienced and professional. Our support staff is friendly and helpful. We want you to have a great time.

**1-Day and Multi-Day Rafting on the Green & Yampa Rivers**

**DON HATCH RIVER EXPEDITIONS**  
The original river

### 85 Years in Dinosaur National Monument!

**Split Mountain Canyon Rafting**  
From May through mid-September, Split Mountain Canyon Rafting is a must-do experience. Our guides are experienced and professional. Our support staff is friendly and helpful. We want you to have a great time.

**Tip Details**

- Total distance paddled: 10 miles
- Trip Length: 3-5 hours
- Maximum Age: 18 years
- Trip includes:
  - Safety equipment and gear
  - Safety briefings
  - High quality, comfortable rafts
  - Professional guides
  - Support staff
- Suggested Packing List:
  - Sunscreen & sunglasses
  - Water bottles
  - Snacks
  - First aid kit
  - Life preservers
  - Paddle
  - Paddle float
  - Paddle float bag
  - Paddle float strap
  - Paddle float strap
  - Paddle float strap

**\$99** per person

**\$76** per person

**Call Toll Free 800-342-8243 today!**  
or visit us online at [DonHatchRiverTrips.com](http://DonHatchRiverTrips.com)

**Escape the Highway...**  
Don Hatch River Expeditions is a must-do experience. Our guides are experienced and professional. Our support staff is friendly and helpful. We want you to have a great time.

**DON HATCH RIVER EXPEDITIONS**

For more information call, email or log-on:  
Toll Free: 800-342-8243 Local: 435-789-4316  
[www.donhatchrivertrips.com](http://www.donhatchrivertrips.com) [info@donhatchrivertrips.com](mailto:info@donhatchrivertrips.com)

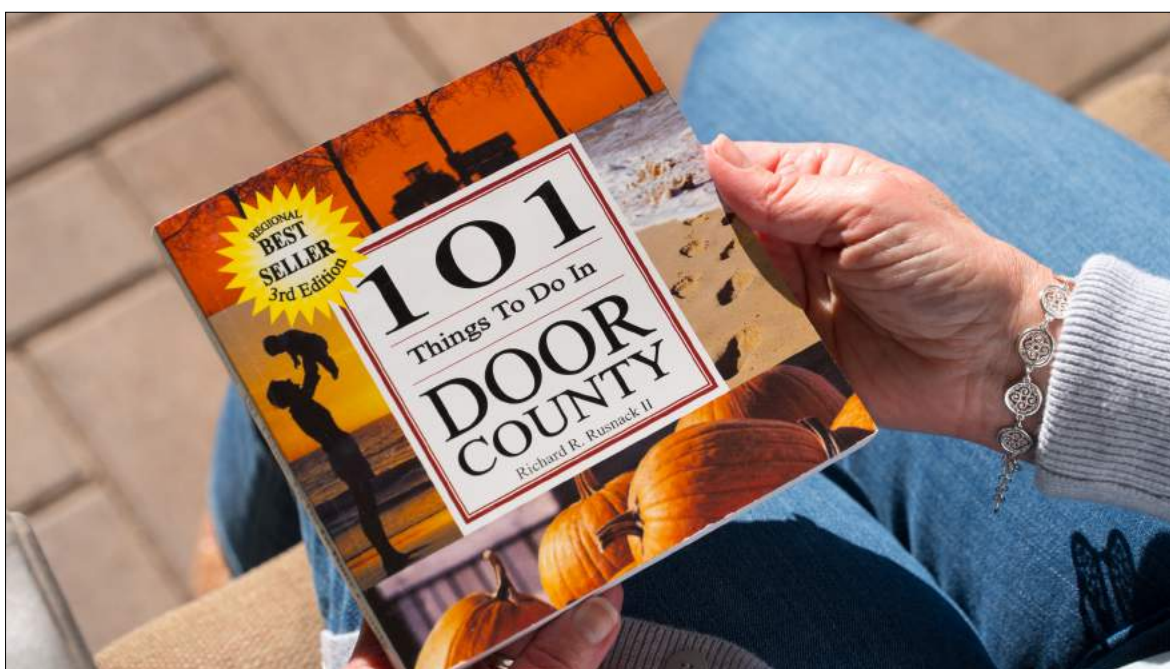
**Green River through the Gates of Lodore**  
3-5 Days, May-September, Class III-IV  
Green River rafting expeditions include fun whitewater rafting, fishing, or just relaxing. In the evenings, guests can enjoy campfires and music under the stars. Our guides are experienced and professional. Our support staff is friendly and helpful. We want you to have a great time.

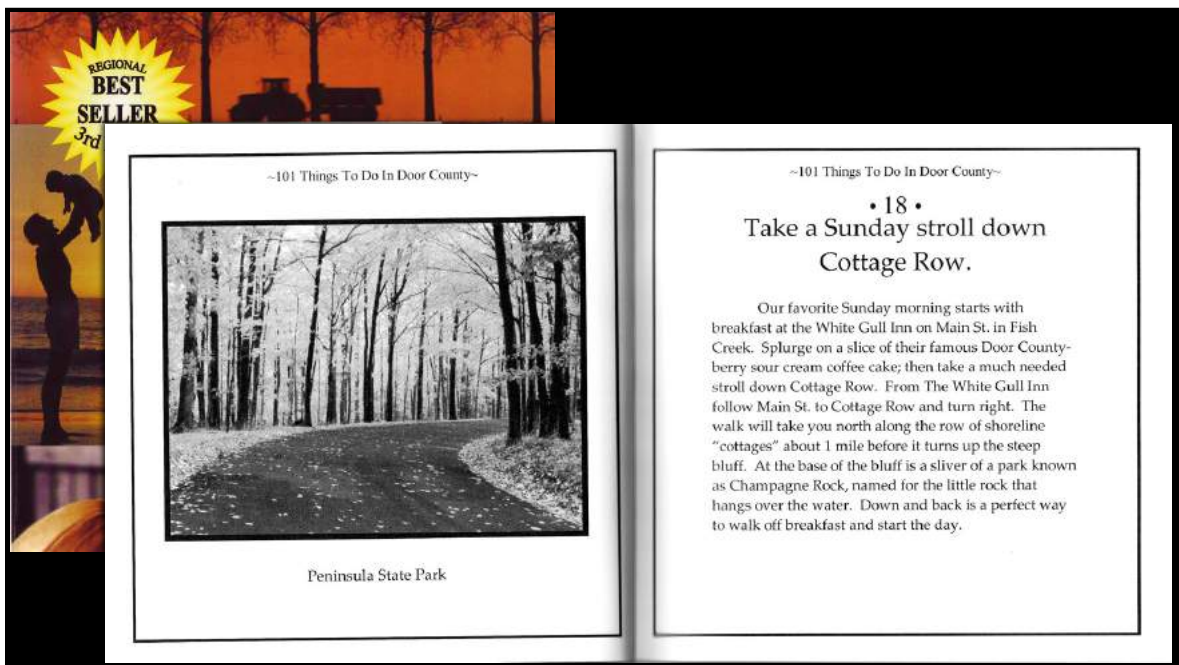
**Yampa River Rafting**  
4 or 5 Days, May-July, Class III-IV  
The Yampa meanders through south canyon in the heart of Dinosaur National Monument. It's a beautiful area with amazing views. Our guides are experienced and professional. Our support staff is friendly and helpful. We want you to have a great time.





Best “Hidden Gems” book



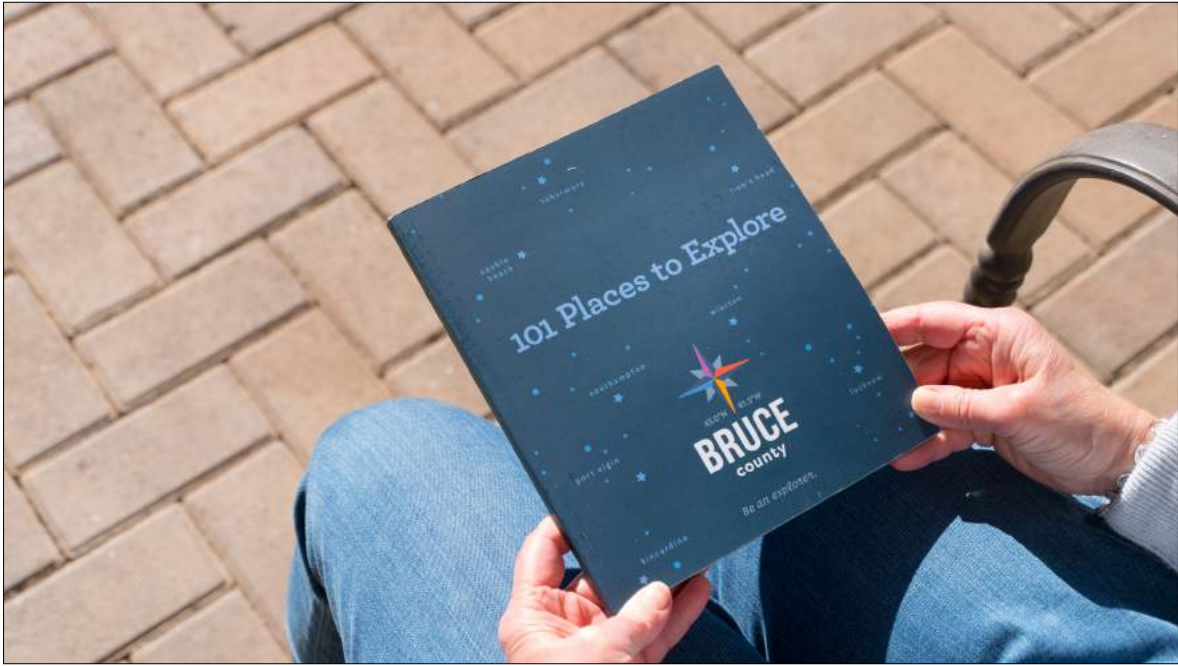




## Best marketing ensemble

















Side note:

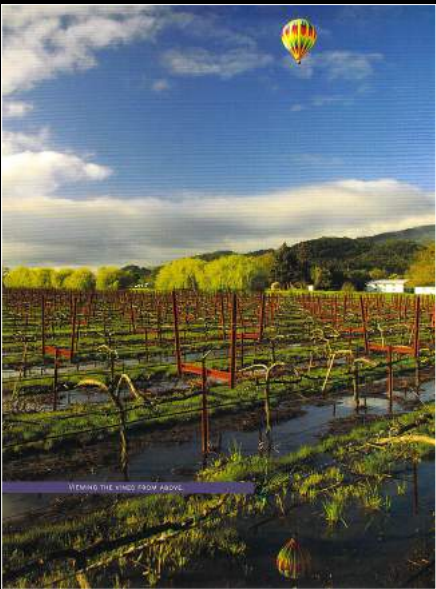
Create small pads of handouts like this, which measures about 4" x 5.5"



Best marketing idea







VIEWING THE VINEYARD FROM ABOVE

## Come on an Enchanted Journey

CALIFORNIA VINEYARDS PRODUCE OVER 13 MILLION GALLONS PER YEAR

Autumn – the season of the harvest – brings many visitors to California's Wine Country. While land travelers endure frustration on grid-locked freeways and struggle to find accommodations in this popular area, you float effortlessly down a secluded network of rivers and tributaries used by Native Americans, miners, and settlers before the first roads were ever built.

On these backwaters, autumn is one of the least crowded times of year. Migrating birds fly overhead. Stately blue herons make their slow-motion ascents from fishing grounds. Oak trees cast their shadows over the water. While on deck, you enjoy wine from a local vineyard and toast the poor souls on shore.

LEARN VARIOUS TECHNIQUES FOR TASTING WINE





## You'll Get Our Best Price — That's a Promise!

We believe our guests deserve our best value. That's why our greatest savings are available when you make your booking early. Our prices won't be discounted to travelers who wait until the last minute. So go ahead and plan your California Wine Country Experience now with confidence — you'll get our best price. You have our word on it.

## Let Us Show You More

Cruise West's style of up-close, casual cruising reaches warm destinations from marine delights of the Sea of Cortés to the tropical wonders of Costa Rica and Panama — from the magic of the South Pacific to the enigmatic mysteries of Japan and the treasures of the Caribbean. Our small ships can take you far and away. For a full list of all our destinations, visit our Website at [www.cruisewest.com](http://www.cruisewest.com).




Save 20% on select sailings— visit your local AAA Travel office or call 1-800-430-9001 today or visit our web site at [www.aaa.com](http://www.aaa.com).

Information in this brochure is accurate at printing. Itinerary, pricing, schedules and booking details may be subject to change.

©2005  
Cruisewest



California Wine Country



ENJOY TASTING NEW-FOUND LOCAL WINES.

Scenic cruising, private tours and exclusive luncheons make this cruise a weekend escape for the senses.

Itinerary

### Culture of the Vine

#### 3-NIGHT CRUISE 37 ROUND TRIP FROM SAN FRANCISCO

**DAY 1: SAIL FROM SAN FRANCISCO** Transfer from San Francisco Airport to Cruise West's hospitality area at the Shoreside Fisherman's Wharf. Enjoy the delights of Fisherman's Wharf until boarding time.

You will be welcomed onboard with a flute of Champagne or Champagne punch and a toast as you cruise by the San Francisco skyline. Following a delicious dinner, gather in the lounge for a short presentation and casual conversation getting acquainted with your fellow travelers. **D**

**DAY 2: IN THE NAPA VALLEY**  
*Note: you may visit today's wineries in an alternate order. Winery selection is subject to change.*

Travel to St. Helena to experience a tour and tasting at the picturesque Merryvale Vineyards, the first winery built in the Napa Valley following prohibition. Savor their complex wines created in the European style.

Enjoy a three-course lunch in the cave theatre at Clos Peghee while listening to the relaxing sounds of live flamenco guitar. This exclusive Cruise West luncheon includes a tour and wine tasting. As well as producing excellent wines, Clos

Peghee is known for their extensive art collection and the fluid architecture of Michael Graves.

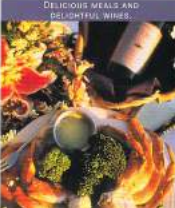
Next stop is at Clos Du Val, where you will enjoy a unique tour of a premium winery in the Stags Leap appellation. At Clos Du Val, you will delight in tasting several excellent wines, including the Cabernet Sauvignon, Zinfandel, and Chardonnay that this winery is famous for.

Later onboard the Fortbow Clipper, enjoy a leisurely cocktail hour with featured wines followed by a delicious dinner. **BLD**


**DAY 3: IN THE CARNEROS DISTRICT AND SONOMA VALLEY**  
*Note: you may visit today's wineries in an alternate order.*

Today you will meet with the winemakers at Beringer Winery before boarding a private tractor-pulled tram for a ride through the vineyards and an up-close experience of the vines, later sampling a little fruit of the vine.

**DELICIOUS MEALS AND DELICIOUS WINES.**



California Wine Country



TASTAIZE YOUR SENSES WINE TASTING OUTDOORS.

Lunch is served today at Viansa Winery & Italian Marketplace. You'll enjoy browsing through the Tuscan marketplace after lunch and tasting.

Delight in a stroll around the historic Sonoma Plaza where your Exploration Leader will provide you with a walking map and some suggested favorite spots.

Celebration of Celebrations! Your afternoon will wind down with a tour and tasting at Domaine Carneros where you will be treated to Champagne, and relax on the beautiful outside terrace that overlooks the Carneros landscape. The experts at Domaine Carneros will share their secrets with you. Later, back onboard, relax with a leisurely dinner and selected after-dinner wines in the lounge. **BLD**

**DAY 4: RETURN TO SAN FRANCISCO** You will appreciate the early morning views of the Golden Gate Bridge and San Francisco's waterfront before returning to the pier. A transfer is included to San Francisco's airport or your stopover hotel. **B**

**EXPLORE SAN FRANCISCO - EXTEND YOUR STAY**  
PLEASE SEE VINEYARD'S CHOICE ITINERARY.

**CRUISE 37: 3-NIGHT WINE COUNTRY**

PORT/DEPARTURES	CABIN CATEGORY			
	A	AA	AAA	AAA
October 12, 20, 22, 2006	\$1249	1249	1249	1249
November 3	\$1149	1249	1449	1709

The cost of your cruise includes amenities, charges for land-based passenger and \$30 per person which covers taxes, port charges, fees, and onboard services. Onboard gratuities are neither required nor expected. Prices are per person, double occupancy, U.S. dollars. Single/triple rates available upon request where applicable. Airfare extra.

**BLD** - Breakfast, Lunch, Dinner

Contact your Travel Professional for additional information and itinerary details.



## Bottom line

- Professional photography - worth a thousand words: evoke emotion.
- They closed the sale.
- USEFUL | HELPFUL: the key ingredient to every one of these. Details, details, details.
- The easier you make it, the more likely you are to close the sale.

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Here's to your amazing printed materials!

For more how-to resources join us at  
[DestinationDevelopment.org](http://DestinationDevelopment.org)

