

**BROOKS REGION
DESTINATION MARKETING ORGANIZATION**

VISIT NEWELL

LOCATED IN THE CANADIAN BADLANDS

WHAT IS VISIT NEWELL?

Visit Newell was created back in 2008 and has since been working to enhance tourism opportunities in the Brooks Region.

Working with industry operators, partners and stakeholders, Visit Newell works to create opportunity, advocacy, and information about the region for tourists and residents.

BOARD OF DIRECTORS

Visit Newell is managed by a Board of Directors, which consists of 12 Directors who are voted in by current Directors at regular monthly meetings. As well there are members appointed by municipalities within the Brooks Region.

Currently we have appointed members from the County of Newell, City of Brooks, Town of Bassano, and Village of Duchess.

HOW ARE WE FUNDED?

Our main source of funding is through a Destination Marketing Fund (DMF) collected by local hotels. There are four hotels in our region currently participating in collecting this fund. They are the Ramada, Canalta, Heritage Inn Hotel & Conference Centre and Heritage Inn & Suites.

The City and County Joint Services committee also contributes \$20,000 each year.

MARKETING OPPORTUNITIES

Weekly events newsletter, "What's Going On?"

Visit Newell website and social media channels

Marketing to local industry and residents

Partnerships with outside industry, including Canadian Badlands, Travel Alberta, Tourism Calgary, Alberta Culture & Tourism and more

EVENT DEVELOPMENT FUND

Funding available for new or enhanced events in the Brooks Region. The goal is to help increase the number of events held, create more sustainable events, and enhance the image of the Brooks region as an attractive tourism destination.

Event organizers can apply for funding during one of the three intakes per year - April, July or November.

FOR MORE INFORMATION:

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