

BROOKS REGION TOURISM

LOCATED IN THE CANADIAN BADLANDS

WHAT IS BROOKS REGION TOURISM?

Brooks Region Tourism was created back in 2008 and has since been working to enhance tourism opportunities in the Brooks Newell Region. Working with industry operators, partners and stakeholders, Brooks Region Tourism works to create opportunity, advocacy, and information about the region for tourists and residents.

BOARD OF DIRECTORS

Brooks Region Tourism 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 Newell Region. Currently we have appointed members from the County of Newell, City of Brooks, Town of Bassano, and Villages of Duchess and Rosemary.

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?", Brooks Region Tourism website, weekly radio ads, and social media channels marketing to local industry and residents. Partnerships with outside industry, including other DMO's, Travel Alberta, Tourism Calgary, Alberta Government and more.

EVENT DEVELOPMENT FUND

Funding is available for projects that develop new, or enhance existing, tourism experiences and events. The goal is to promote the Brooks Newell Region as an attractive tourism destination in Southern Alberta and to support experiences and events that contribute to tourism revenues for the local economy. More information can be found on our website.

FOR MORE INFORMATION:

Jaime McIntosh
Executive Director/Marketing Specialist
Email: jmcintosh@brooks.ca
Cell: 403.793.0623

Mailing Address:
201-1st Avenue West, Box 879
Brooks, AB T1R 1B7

