



November 6th, 2018

Dear Members,

Mighty Peace Tourism would like to thank all the municipalities for their support throughout the past year. We have had a very busy and successful year! A large part of this success has been due to the work of our digital marketing person who began working with us this summer. Due to the hard work and talent of this individual we have had an extremely successful summer digital marketing campaign! This campaign was completed within a budget of \$3,900!

- Total Facebook page reach was 522,869 impressions
- Total Instagram impressions were 52,000
- Website views were 23,434
- Google Adwords - 394,242 impressions

Thanks to our marketing talent we are very proud of our professional looking, current and effective website which is attracting a lot of attention for our members. Visitors to our region will find it user friendly and very inviting in appearance. Each municipality member will also be working with our digital marketing person to develop a Tourism Asset for their community, ensuring that they are connected to ATIS, Tripadvisor and Google.

To encourage communication and continued growth for our association, our digital marketing person has begun producing a quarterly newsletter which will be sent to our members with tourism industry information, upcoming events and information on our current projects & initiatives. Through the summer several of our participating members and other businesses collected postal codes for a project through Travel Alberta. The information generated will allow our members to create highly targeted ads and make the most of their advertising budget. Mighty Peace Tourism has some exciting workshops planned for the new year to assist our members develop their products and experiences.

During the October board meeting, it was discussed and agreed on - that the importance of retaining the services of both a digital marketer as well as the Executive Director would be imperative to continue the growth and success of our association. We hope to continue to offer these types of projects, initiatives and workshops to our members. **Therefore, it was decided that municipal membership fees will increase from \$2.35 to \$2.60 per capita as voted on and passed at the Board of Directors meeting on October 29<sup>th</sup>, 2018. The new fees will come into effect as of January 1, 2019.**

Sincerely,

Norm Duval

President - on behalf of the  
Mighty Peace Tourism Executive Committee.

cc: Cheryl Anderson, Louise Ruel and James Adams

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