

DR. MIDDLEMASS PARK CAMPGROUND

"Your summer get away within town limits!"

Address:

805 – 15th Street
Wainwright, AB T9W 1E6

Phone: 780 842 3541

Park Manager: – Ashley Fowler

WHY? are you getting charged a dollar (\$1.00) premium per night on your campsite reservation?

As of May 1st, 2010 - the Town of Wainwright, through direction from Town Council, entered into a "Destination Marketing Agreement" with an east-central tourism association named Trail of the Buffalo Tourism Association.

This one dollar surcharge will be used to promote and improve the marketing of the Trail of the Buffalo region by creatively developing promotional tools to enhance and expand tourism within the region.

The "Destination Marketing Fee" means an amount equal to \$0.95 (net of GST that the participating partner is responsible for) per night per site. \$0.475 to be remitted to the Trail of the Buffalo Tourism DMF Committee and \$0.475 to be retained and used to fund tourism initiatives of the Town of Wainwright.

The "Destination Marketing Services" means services focused on enhancing and expanding tourism in the Trail of the Buffalo Tourism DMF Committee region including, but not limited to:

- Advertising
- Media Relations
- Promotional activities
- Market Research

Thank you for your participation in this initiative and for staying at our campground. Enjoy yourself!

If you have any questions or concerns regarding this agreement – please contact:

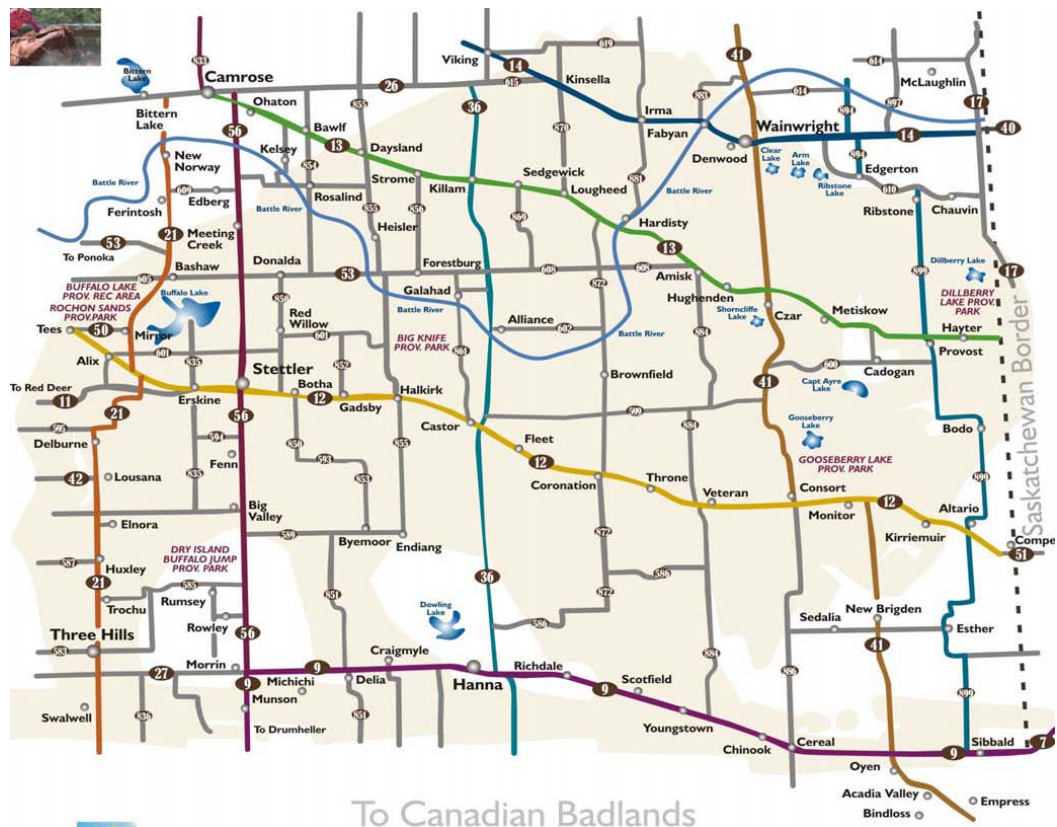
Todd Aughey – Director Parks and Recreation – Town of Wainwright

780 842 3381 taughey@wainwright.ca

*The Trail
of the Buffalo
Tourism Region*



Town of Wainwright



To Canadian Badlands