

## Iowa Tourism Office launches Farm & Fun Passport

The Iowa Tourism Office launched the Iowa Farm & Fun Passport, which provides travelers the opportunity to discover farm experiences and family fun across the state while earning the chance to win prizes.

The fall/winter edition of the Iowa Travel Guide is also available for travelers who want to learn more about exploring Iowa.

Research shows that fall tourism accounts for nearly 30 percent of all visitors, according to Amy Zeigler, Iowa Tourism Office manager.

The Iowa Farm & Fun Passport features two trail options.

The Iowa Dairy Trail includes homemade ice cream, cheese and all things dairy. Each check-in earns travelers an entry drawing for prizes including an ice cream maker, smoothie maker, espresso machine and an artisan pizza oven.

The Fall Fun Trail features pick-your-own apple orchards and pumpkin patches, giving travelers the chance to redeem family deals and discounts.

The new passport joins existing programs for state parks, scenic byways, wine and beer.

– *nonpareilonline.com*



Tourists walk around artist Cedar Mueller's metal sculpture of Ferdinand the horse on the pedestrianized Main Street in Canmore. (RMO Photo: Evan Buhler)

## Cooperation required to overcome crises

The COVID-19 pandemic has seen an unprecedented loss of lives and an accompanying economic loss for all sectors, including tourism.

“Cooperation. Consultation. Coordination. Consideration.”

Those words are key elements of how communities are formulating actions to help them recover.

Here are a couple of examples.

### Canmore, Alberta CAN

A long-awaited report for a tourism framework in Canmore will see the creation of a local roundtable to work toward a community-led vision for sustainable tourism.

Town council endorsed the tourism framework brought forward by Calgary-based Stormy Lake Consulting, following the creation of the tourism task force a year ago.

The framework aims to continue to preserve the social fabric of

Canmore, maintain ecological integrity and ensure Canmore's long-term economic health.

“What we really heard is there is a tension between residents and visitors in terms of how the space is being used,” said Jason Thompson, a strategist with Stormy Lake Consulting. “There is a belief or feeling of people who live here that things are getting overcrowded, overused and not being treated respectfully.”

“Part of our framework was informing the visitors and helping them understand how to play in our space the right ways, but also that extends to residents as well. Tension is coming from the idea of overcrowding, congestion, some of those behaviors and structural things, so addressing some of those issues will help get at those things that are frustrating people.”

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## Cooperation required to overcome crises

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Philip Coppard, the principal with Stormy Lake Consulting, noted whether indirectly or directly, every business is impacted by tourism. However, to reach the goals of the framework, coordination between all community partners is vital.

“We recognize this isn’t a framework we can enforce on other people, but we need to encourage them to adopt it,” Coppard said.

“Businesses seem very aligned with the issues we’re talking about. ...

“Council’s endorsement will be a large flag on this that this is important, we believe in it, and we’ve got some work to do.”

The final report emphasized the need to address both climate change and truth and reconciliation “with sincere and meaningful actions.”

The report concluded with the importance of engaging the Stoney Nakoda Nation and other Indigenous partners on the tourism framework, creating a tourism roundtable to achieve key actions, report back to the community on research findings and sharing the framework with the local community.

– [rmotoday.com](http://rmotoday.com)

### Tallapoosa County, AL

Tallapoosa County currently has two organizations promoting tourism — Lake Martin Tourism Association (LMTA) and Tallapoosa County Tourism (TCT).

LMTA is funded by the City of Alexander City and TCT by the Tallapoosa County Commission.

LMTA executive director Brandy

Hastings has resigned her position according to city leaders and now the discussion centers on how to move forward.

“I know it was asked about having one tourism director,” Alexander City councilmember Bobby Tapley said. “I mentioned a long time ago about combining instead of having two, just have one.”

Currently the Lake Martin Area Economic Development Alliance serves as the economic development authority for all of Tallapoosa and Coosa counties funded by the counties and several of the municipalities including Alexander City. Thoughts are savings could be generated by combining tourism promotion efforts between Alexander City and Tallapoosa County would work.

“What is currently happening with two is we have two websites that we are paying for the maintenance of, social media platforms, duplicate of local ads, google ads, duplicate of brochures and more,” Tapley said. “Combining would be saving money.”

Mayor Woody Baird said discussions have started about possibly combining efforts.

“It’s something we are exploring and will get deeper into,” Baird said. “I think it would be great because it would give a lot more resources to Sandra.”

Tallapoosa County commissioner Steve Robinson said the county had plans to grow its tourism promotion efforts at some point and is not opposed to a combined effort.

– [alexcityoutlook.com](http://alexcityoutlook.com)



### Montana reminds tourists, residents to 'Recreate Responsibly' during the fall season

With autumn leaves falling and cooler weather moving in, Visit Southeast Montana and the Montana Office of Tourism and Business Development (MOTBD) remind visitors and residents to 'Recreate Responsibly' when you are Out Here in Southeast Montana.

Through this partnership, tourism partners and local businesses in the state are encouraged to use fliers, posters, table tents, social media messages, radio PSAs and business websites to promote the safety of outdoor recreationists in the state while promoting the sustainability of its tourism industry.

“We live here because we love our communities,” Brenda Maas, director of marketing for Visit Southeast Montana, said. “We urge everyone to protect this beautiful region by limiting their impact on nature and on others. Whether you are an avid outdoors enthusiast or are heading out for your first adventure, we can all learn from the Recreate Responsibly campaign.”

– [kulr8.com](http://kulr8.com)