

# Wild West Round-Up Mini Golf



Prepared by: Beth Lewis, Medicine Hat College

Miranda Davies, Medicine Hat College

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## Executive Summary

When looking for opportunities for the Village of Glenwood that will satisfy a need for both tourism attraction and economic development, a business must be chosen that, will attract various groups of tourists as well as offer employment for locals. As of the end of June 2017, a Google search only showed thirty-two mini golf courses in Alberta (see Appendix 1), with the only course in Southwestern Alberta being in Lethbridge. This poses a great opportunity for the Village of Glenwood as they search to meet the needs of the community and surrounding tourists.

Wild West Round-Up Mini Golf will be the only mini golf course in Southwestern Alberta. The closest courses are in Fairmont (BC), Cranbrook (BC), Columbia Falls (MT) and Lethbridge (AB). This course is set to attract not only mini golfers from the surrounding towns (Pincher Creek, Cardston, Fort McLeod), but also provide an activity for the over 1000 surrounding seasonal campers. Wild West Round-Up Mini Golf is not only a fun and family-friendly activity, but an attraction to bring people to the Village.

Open from May Long weekend to September Long weekend and located on main street Glenwood, the 18-hole course will offer golfers a true western experience as they step into the themed course. The theme will include western facades, props such as saddles, bridles and western décor, as well as wooden plank walking paths guiding golfers throughout the course.

To promote the course to the different target markets (seasonal campers, surrounding towns and travelers on surrounding highways), different marketing strategies will be employed that are expected to drive traffic to the course. To attract seasonal campers to use the course

multiple times throughout the summer, the business will collaborate with the surrounding campground managers to provide all campers with punch cards. The punch cards will encourage the campers to visit the course throughout the summer to be able to get enough “punches” to receive a free round. People living in surrounding communities that do not have a mini golf course, will be encouraged through targeted marketing to use the mini golf facility for personal/recreational uses as well as for group use. These people will be targeted through the use of newspaper advertisements, radio advertisements as well as through the use of social media. The third and final target market, are the thousands of people traveling on highways two and six. These people will be targeted through extremely visible and eye-catching signs placed strategically on both sides of the highway.

Wild West Round-Up will not only put Glenwood, AB on the map as the only Western-themed mini golf course in Alberta, but it will attract business to the community while employing locals.