CAO

From: NWWR <info@nwwr.ca>
Sent: Thursday, November 5, 2026 2:43 PM
To: CAO
Subject: Northern Woods & Water Highway Association Membership

Northern Woods & Water Highway Association
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Black Diamond, AB
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November 2026

Village of Rycroft

Attention: CAO

2027 Membership Request – Northern Woods & Water Highway Association

It's that time of year again when we reach out to communities along the Northern Woods & Water Highway (NWWH) to seek annual memberships and support for our tourism marketing initiatives.

Many of the communities along the Highway are small and have limited budgets for tourism promotion. By bringing these communities together, our Association can accomplish far more than any one community could achieve on its own. We have attached a Municipal Membership rate sheet that is prorated to the size of community to ensure that membership is not a financial burden. Municipal memberships are essential to sustaining our marketing efforts and promoting the Northern Woods & Water Highway as a tourism destination.

Our 2026 Marketing Activities

In 2026, we once again produced and distributed 20,000 copies of our Northern Woods & Water Highway Guide throughout Western Canada. Guides are distributed through golf courses, campgrounds, gas stations, visitor information centres, and other tourism-related locations along the Highway. During our annual spring distribution, we direct mail copies of previous editions to households in communities we serve along the route. This helps create local awareness of the Highway. See electronic version of 2026 Highway Guide https://nwwr.ca/2026-highway-guide/

We participated in three major RV shows: the Calgary RV Adventure Sale & Show in February, which attracted approximately 18,000 attendees, and the February and September Abbotsford RV Shows. At the February show, we were interviewed by an RV blogger whose interview had more than 24,000 views

within a couple of weeks. At the September show, we also delivered four stage presentations promoting travel along the Highway.

In past years, many RV show visitors told us they were familiar with individual communities along the route but were unaware that they could travel across the northern regions of four provinces using a connected highway route. We are now hearing a different message. More and more visitors tell us they have travelled the Northern Woods & Water Highway in recent years, often as part of a cross-Canada road trip.

Our message is simple: **Come North and Explore!**

We showcase the region's campgrounds, wilderness beauty, water sports, golfing opportunities, historic attractions, and unique communities. Visitors regularly express appreciation for the information we provide and interest in planning trips along the Highway.

Our participation in these trade shows is made possible through municipal memberships and advertising in the Highway Guide. We are volunteers dedicated to promoting tourism and generating economic benefits for all communities along the route.

Guided RV Cavalcade – Looking Ahead to 2027

In 2025, we launched a guided RV cavalcade, taking a group of RV travellers from Cache Creek on a 21-day journey north and east through British Columbia, Alberta, and Saskatchewan, before heading south to Winnipeg. Along the way, we arranged overnight stays and locally catered suppers, ensuring participants experienced the communities they travelled through.

The cavalcade returns to the original vision behind the Highway when it was developed in the early 1980s: encouraging travellers to explore the northern regions and experience everything these communities have to offer.

Participants visited historic sites, learned about regional economic drivers, and enjoyed the wildlife, forests, lakes, and rivers. Experiences included visits to hydroelectric dams, a jet boat excursion to waterfalls, horseback riding, and a train excursion. There were also opportunities for golfing, museum visits, wine tasting, photography, and simply enjoying the experience of travelling together.

Unfortunately, we did not receive any registrations for the 2026 cavalcade. We believe the significant increases in fuel prices contributed to travellers postponing or reconsidering longer RV trips. We have already been contacted by fifteen couples expressing interest in possibly travelling with a group in 2027.

We are now updating the itinerary and developing plans for a 2027 cavalcade. We will continue promoting the guided cavalcade, with the goal of attracting enough participants to offer tours in both directions.

You can view the proposed itinerary and learn more at www.nwwrvtours.com.

Our Plans for 2027 and the Need for Community Support

We are currently gathering content for the 2027 Northern Woods & Water Highway Guide, with plans to produce and distribute another 20,000 copies next spring.

The Northern Woods & Water Highway connects communities across Alberta, Saskatchewan, and Manitoba and is recognized as the northernmost east-west travel route across Western Canada. Since revitalizing the Association in 2016, we have distributed more than 180,000 copies of our Highway Guide, attended numerous tourism and RV trade shows, and developed a variety of promotional materials.

However, over the past several years, advertising revenue and participation in the Highway Guide have declined significantly. We have reached a point where we must seriously consider the future of our involvement with the Association. We have volunteered our time for approximately 10 years, but we cannot continue subsidizing the Association's marketing activities personally.

We Need Your Community's Support

We are asking Village of Rycroft to consider an annual membership in the Northern Woods & Water Highway Association to help sustain and to start referencing the Northern Woods & Water Highway in your tourism marketing initiatives.

Membership benefits include:

- Recognition of the Northern Woods & Water Highway in your community's tourism marketing materials and website.
- Increased exposure for your community through our Highway Guide.
- A link from the NWWH website to your municipality's visitor information or tourism website.
- Support for our participation in RV and tourism trade shows, social media promotion, and other marketing activities.
- An opportunity to strengthen the overall Highway brand through a coordinated regional tourism initiative.

For example, an annual membership of **$650 from Village of Rycroft would include a 1/6 page space in the Highway Guide, valued at $360.** Additional advertising space can be purchased should your community wish to have a larger presence.

The more communities that participate, the stronger our collective message becomes. Working together increases awareness, encourages travellers to explore our northern regions, and helps generate tourism spending throughout the communities along the Highway.

Building a Future for the Northern Woods & Water Highway

The Northern Woods & Water Highway has a long history. We have been involved in promoting the route from 1987 to 1992 and again since 2016, all as volunteers.

As we look ahead, we recognize that our time leading these efforts may be nearing its end. We are getting older, and the Association needs new champions throughout the Highway corridor who are willing to carry the vision forward.

There are many opportunities to build on what has already been accomplished, including:

- Encouraging provincial governments to invest in Highway improvements and better recognition of the route.
- Expanding tourism promotion to include winter recreation and snowmobiling.
- Building stronger connections with the Trans Canada Trail.
- Working with British Columbia to formally recognize and sign its portion of the Highway.
- Developing new partnerships and expanding tourism marketing throughout the corridor.

We welcome conversations with individuals, organizations, and communities interested in becoming champions for their region and helping secure the future of the Northern Woods & Water Highway.

We sincerely hope Village of Rycroft will continue to support this important regional tourism initiative. Your membership is more than an advertising investment; it is an investment in cooperative tourism promotion, regional economic development, and the future of the communities connected by this Highway.

Thank you for considering our request. We look forward to your continued support and to working together to promote the Northern Woods & Water Highway.

Sincerely,



Dale Harrison, President
Northern Woods & Water Highway Association
587 888-0209

Northern Woods & Water Highway Association

P.O. Box 1012 - Diamond Valley, AB - T0L 0H0

Email: info@nwwr.ca Phone 587 888-0209

Membership Fees 2027

Municipal Membership

Minimum.....$260
includes 1/12 page space in magazine (Value $190) plus hotlink to website

Population 500-2000.....$650
includes 1/6 page space in magazine (Value $360) plus hotlink to website

Population 2001-5000.....$1,300
includes 1/4 page space in magazine (Value $500) plus hotlink to website

Population 5001-10,000.....$2,550
includes 1/2 page space in magazine (Value $950) plus hotlink to website

Population 10,000 plus.....$3,800
includes 1 page space in magazine (Value $1,570) plus hotlink to website

Corporate Membership

Under 10 employees.....$160

10-50 Employees.....$320

51-200 Employees.....$650

Over 200 Employees.....$1,300

Organizations

Personal Membership.....$75

Chamber of Commerce.....$160

Community Futures, Regional Economic Development Groups.....$160

Page Size Trimmed

8 1/4" x 10 3/4"

20,000 copies
printed & distributed

1/3 Page Vertical

Half Page Vertical

Northern Woods & Water Highway Guide

2027
Guide Ad Rate Sheet

Back Cover	3,000
Inside Front & Back	2,300
Full Page inside	1,570
1/2 page	950
1/3 page	650
1/4 page	500
1/6 page	360
1/12 page	190

Quarter Page Horizontal

Half Page Horizontal

1/3 Page Horizontal

1/6 Page Vertical

1/6 Page Horizontal

1/12 Page

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