



LDT  
WEBPAGE

LDT  
FACEBOOK

LDT  
INSTAGRAM

LDT  
PARTNERSHIP

LDT  
EVENTS

## November 2025 Business Partner Update

(Note: New Business Partner Survey Link Below)



### **Hello Business Partners,**

Thank you for being an essential part of Lake Diefenbaker Tourism in 2025! Your partnership truly helps shape the experience visitors have around the lake, and we're excited to bring you even more value in 2026.

We've been working on new ways to showcase your business, highlight what you offer, and increase your visibility across the region. **The more information you share with us, your promotions, events, updates, and unique stories, the better we can feature your business in the places that matter most.**

**Inside this update, you'll find opportunities designed to help you get the most out of your partnership. We're here to collaborate, support your goals, and shine a spotlight on the great work you do.**

Have an idea? A request? Something new happening? We'd love to hear from you anytime. Looking forward to an exciting and impactful year ahead!

Chat soon,  
Angela  
*Marketing Director, Lake Diefenbaker Tourism*



## NEW! DISCOVER DIEFENBAKER PUBLIC NEWSLETTER

LDT is launching Discover Diefenbaker, a public, seasonal digital update featuring news, events, announcements, highlights and business offerings from across the Lake Diefenbaker region.

We'll release it quarterly (Winter, Spring, Summer, Fall), shaped by the feedback you provide through these Business Partner Updates.

The first edition will be out in early December and shared online, on social media, and in person at the Outlook Last Stop Shop Tradeshow on Saturday, December 13th, where LDT volunteers will also be wrapping gifts as a fundraiser. Stop by and say hi!

### WE WANT TO FEATURE YOUR BUSINESS!

We also plan to include a Business Partner Christmas Wishes & Offerings page in our Discover Diefenbaker Public Newsletter.

If your business has **season's greetings, promotions, or holiday deals to share with the public**, please email them to [info@lakediefenbakertourism.com](mailto:info@lakediefenbakertourism.com) by **Wednesday, December 3rd**.

**SUBMIT YOUR SEASONS GREETINGS & DEALS HERE**



### ANNUAL GENERAL MEETING

We've uploaded the Annual General Meeting Minutes from Tuesday, November 18, 2025 and wanted to give you a quick update and thank you for your continued involvement as business partners of Lake Diefenbaker Tourism.

At the AGM, the board participated in an interactive anonymous Menti quiz to boost engagement and help us clearly identify the challenges, past LDT successes, and new opportunities for growth. It was a really productive activity and gave us an excellent baseline to begin



**DOWNLOAD AGM MINUTES**

shaping our 2026 Year Plan. We'll be continuing that planning in December and will be sharing the full direction with all Business Partners once finalized.

## MEET THE BOARD 2026 BOARD OF DIRECTORS



**Jocelyne Petryshyn**  
Chair (Region 6 )  
RE/MAX Shoreline Realty  
OUTLOOK, SK



**Robyn Janke**  
Co-Chair (Region 7)  
Hitchcock's Hideaway  
OUTLOOK, SK



**Brandy South**  
Treasurer (Region 3)  
Village of Elbow  
LOREBURN, SK




**Donna Smith**  
Board Member (Region 2)  
The Co-operators Insurance  
OUTLOOK, SK



**Angela Patron**  
Marketing Director  
MACRORE, SK



**Kathryn King**  
Board Member (Region 2)  
Member at Large  
OUTLOOK, SK



**OPEN**  
Board Member (Region 1)  
This could be you!!  
WHITE CAP, SK




**Al Morhart**  
Board Member (Region 4)  
The Bays on Diefenbaker  
ELBOW, SK



**OPEN**  
Board Member (Region 5)  
This could be you!!  
RIVERHURST -  
CENTRAL BUTTE, SK



**Melanie Dyck**  
Board Member (Region 7)  
RM of Canaan  
LUCKY LAKE, SK



**OPEN**  
Board Member (Region 9)  
This could be you!!  
BEECHY-KYLE, SK

*Interested in joining? [Email us for more information!](#)*

## JOIN OUR PARTNERS ONLY FACEBOOK GROUP



We have created this private group to learn more about business partners, products and services, interesting facts, stories, etc.

We would like to use this group as a place to network and discuss what you as partners would like to see from Lake Diefenbaker Tourism and get to know the businesses around the lake better to advise incoming tourists on the best Lake Diefenbaker experience!

[JOIN HERE](#)

## DIEFENBAKER DOLLARS

We're excited to share that our recent Photo and Sandcastle Contest winners have received Diefenbaker Dollars as part of their prize packages. These certificates are designed to drive visitors directly into local businesses like yours, helping encourage spending, exploration, and engagement around the Lake Diefenbaker region.

Your business is proudly featured as a participating location on the back, meaning **customers may choose to redeem their Diefenbaker Dollars with you.**

A few quick notes:

- Diefenbaker Dollars are not redeemable for cash
- They must be used in full increments

When you receive any, simply email or mail them to us for full reimbursement:  
**Lake Diefenbaker Tourism**  
PO Box 426  
Outlook, SK  
S0L 2E0

Thank you for being part of this initiative. Your participation helps create a vibrant, visitor-friendly lake region, while also bringing new customers through your doors!



### 2025 Photo Contest Winners:

- 1st Place: Jennifer Kometscher
- 2nd Place: Leighton Wepler
- 3rd Place: Mackenzie Coutts

### 2025 Sandcastle Contest Winners:

- 1st Place: Mack Stewart
- 2nd Place: Sylvie Patron
- 3rd Place: Everett Janke

## 2026 BUSINESS PARTNERSHIP

PLANNED TO SEND OUT IN DECEMBER 2025

Thank you for being a valued Business Partner of Lake Diefenbaker Tourism. We're excited to share some updates as we prepare for an impactful 2026 tourism season and we'd love to have your business with us again!

To plan effectively for the upcoming year for tradeshows, print materials, visitor guides, online content, social promotions, and regional campaigns, we're aiming to confirm as many 2026 partnerships as possible by December.

Early sign-up ensures:

- Your business is featured from the very beginning of the season
- You're included in all opportunities, not just those later in the year
- We can plan content around your specific offerings, deals, and events

## Your Participation = Your Value

To promote your business properly, we need a bit of updated information from you. Your input helps us:

- Highlight your business accurately on our website directory
- Create your 2026 social media introduction post
- Share your events, promotions, and seasonal deals
- Plan marketing that reflects what matters most to you

□ **Every participant will be entered to win a FREE 2027 Business Partnership!**

A big congratulations to last year's randomly drawn winner, **David Larwood - Living Sky Sailing School**, who receives a FREE 2026 Business Partnership for participating in the survey!

**Your voice helps strengthen tourism across the region, thank you all for taking the time to share your insights!**

## PARTNER SURVEY

### Purchase Your 2026 Partnership Online

We've made the process easier than ever—with a simple form and e-transfer payment option.

Use the link below to:

- Confirm your 2026 partnership
- Update your directory listing
- Upload new photos
- Add new deals or offerings
- Provide info for your 2026 social intro post

Invoices and partnership packages will be mailed out in December to all partners who register.

## GET YOUR 2025 PARTNERSHIP

### Updated 2026 Partnership Pricing

To support fair access and encourage more municipal participation, we've refreshed our pricing structure:

#### Business Partnerships

- Regular Business – \$150
- Non-Profit – \$50

#### Municipal Partnerships

- Small (<300 population) – \$250
- Medium (300–500 population) – \$500
- Large (500+ population) – \$1,000

### We Appreciate You

Your collaboration helps us grow tourism across the region and bring more visitors and potential customers, into our communities. We truly value your support and look forward to another great year working together.

If you have questions, new ideas, or content you'd like us to share, we'd love to hear from you anytime.

---

## Tourism: An Investment in Community

Tourism Saskatchewan recently released an inspiring video titled Tourism: An Investment in

Community (Shown Below), highlighting the powerful impact tourism has on communities across our province. We encourage you to take a moment to watch and share this message, it speaks directly to the heart of what makes the Lake Diefenbaker region so unique and full of potential.

## Why Tourism Is Critical for the Lake Diefenbaker Region

Tourism isn't just about visitors, it's about community growth, local pride, and economic resilience. Around Lake Diefenbaker, tourism plays an especially important role, and its impact is felt in many ways:

### Strengthening Small Communities

Many of our surrounding towns and rural communities depend on visitor spending to support:

- Local businesses
- Seasonal operations
- Community programs and events
- Recreation facilities and attractions

The dollars visitors bring in circulate through our region, helping keep businesses open, creating jobs, and supporting long-term sustainability.

### Collaboration = Bigger Impact

Now more than ever, it's essential for municipalities, businesses, and community groups around the lake to work together. By joining forces, we can:

- Share marketing and promotional expenses
- Increase visibility for ALL communities
- Build stronger regional experiences
- Offer more value to visitors
- Strengthen shoulder seasons and year-round visitation

Collectively, we can do far more than any one community or business can do alone.

### Tourism as an Economic Driver

Tourism is one of the fastest ways to inject new money into local economies. Visitors:

- Spend at restaurants and stores
- Book accommodations
- Purchase fuel and supplies
- Explore attractions, parks, marinas, and shops
- Attend events, tournaments, and markets

Every visit creates a ripple effect that benefits our entire region.

## Why It Matters Today More Than Ever

With many small communities facing challenges in population shifts, rising costs, staff shortages, reduced government funding, tourism is becoming a critical lifeline. Investing in tourism helps maintain vibrant communities where people want to live, work, raise families, and visit.

The Lake Diefenbaker region has tremendous untapped potential, and continued collaboration through partnerships, shared marketing, and regional leadership will help us grow not only tourism, but community strength.

## Let's Keep Building Lake Diefenbaker Region Together!

Thank you to our business partners and community leaders who continue to invest in the future of this region. By working together, we can build stronger experiences, attract more visitors, and ensure Lake Diefenbaker remains a thriving destination for generations to come.

If you'd like help promoting your business, listing events, or participating in regional initiatives, we're here to support you every step of the way.

# Visitor Economy



It's that time again!  
Reserve your site for the...  
**WINTER WONDERLAND DRIVE-THRU!**  
Book at [outlook.letscamp.ca](http://outlook.letscamp.ca)  
\$20/site  
Everyone welcome to take part in this festive community tradition!

## WINTER WONDERLAND

Lake Diefenbaker Tourism will once again be part of the Winter Wonderland Drive-Through in Outlook!

From December 13th to 23rd, everyone is invited to enjoy a magical evening drive through the Outlook & District Regional Park, featuring beautifully lit Christmas displays created by local businesses and community organizations.

We're excited to help bring holiday spirit to the region and continue promoting the lake all season long!



## 2026 EVENTS

*Got an Event? We Want to Share It!*

Lake Diefenbaker is full of amazing community events - big, small, quirky, festive, and everything in between! If there's something happening in your area, we'd love to help spread the word.

Whether it's a market, tournament, community supper, fundraiser, festival, workshop, or local celebration, send it our way! Our Events Page is one of the most active sections on our website, and we regularly share events across our social media channels too.

### How to Submit Your Event:

- [Use our online event submission link](#)
- [Email or message us the event details—whatever is easiest!](#)

We're excited to help showcase what's happening around the lake and keep the community spirit thriving for visitors and locals alike.

### ALL EVENTS WELCOME!

[Let's fill the 2026 calendar with all the great things our region has to offer!](#)

[SUBMIT AN EVENT](#)

How did you like this email?



Lake Diefenbaker Tourism | PO BOX 426 | OUTLOOK, SK S0L 2E0 CA

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)

[Our Company](#) | [Contact Us](#) | [FAQs](#) | [Privacy Policy](#)



Try email & social marketing for free!