
REGINA HOTEL ASSOCIATION

WWW.STAYINREGINA.COM

BACKGROUND

The Regina Hotel Association (RHA) is a private, member-based organization representing the finest hotels throughout Regina, Saskatchewan.

Committed to providing the highest quality-marketing standard for the city, RHA's member hotels voluntarily launched a "Destination Marketing Fee" in 2006. The sole intent of this fee is to build a fund that is used to encourage out-of-town visitation growth, promote Regina as a conference, leisure and special event destination, and ultimately, generate a return on investment for member hotels.

The Destination Marketing Fund (DMF) is an accumulation of the voluntarily collected fees from the room rate only portion of a hotel accommodation rental. It is managed and dispersed by the association's Board of Directors.

REGINA HOTEL ASSOCIATION

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RHA HOTEL MEMBERS

Best Western Seven Oaks
Comfort Inn
Country Inn & Suites By Carlson
Days Inn
Delta Regina
Holiday Inn Express Hotel & Suites
Home Suites by d3h
Howard Johnson
Quality Hotel
Radisson Plaza Hotel Saskatchewan
Ramada Hotel & Convention Centre
Regina Inn
Sandman Hotel, Suites & Spa
Super 8
Travelodge Hotel & Conference Centre
West Harvest Inn
Wingate by Wyndham

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For Immediate Release
November 18, 2009

**Regina Hotel Association
Commits \$10 Million To New Stadium**

The Regina Hotel Association (RHA) announced its support today for the construction of a new, enclosed stadium and multi-purpose facility in the city of Regina.

Through its Destination Marketing Fund, the RHA committed \$10 million over 15 years to the development of the facility. "We hope that this support and financial investment from our hotel members will help strengthen the feasibility of the project," said Tracy Fahlman, CEO of the RHA.

The RHA created a Destination Marketing Fund in 2006 to help strengthen the marketing efforts of Regina as a tourism destination. RHA members believe that a new, covered stadium and multi-purpose facility will do just that, opening Regina to new tourism business opportunities. "A larger facility, with increased capacity, would competitively position our city as a more desirable destination to those who host a range of national sporting, arts and culture, convention and entertainment events – all year round," said Fahlman.

The RHA is a private, member based organization representing the finest hotels throughout Regina. Since the creation of its Destination Marketing Fund in 2006, the RHA has invested \$3.5 million in marketing Regina as a leisure, convention and event destination with the ultimate goal of attracting out-of-town visitation and generating overnight hotel stays in Regina.

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For further information, please contact:

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