

OTTER TAIL - COUNTRY -

Otter Tail Country Tourism Association



Otter Tail Country

About OTCTA:

With its unique blend of scenic beauty, historical attractions and recreational facilities, Otter Tail Country is an exciting vacation spot for the entire family. Otter Tail Country Tourism Association has been working hard to promote tourism in this region since 1976.

Today, our membership is comprised of a wide range of businesses and communities. OTCTA relies on the collaboration and collective action of its members in order to:

- **Promote tourism in Otter Tail Country**
- **Create awareness of various recreational opportunities in the area.**
- **Prepare and circulate an advertising guide describing the areas and its resources.**
- **Distribute advertising guide to regional and national sport shows.**
- **Provide information and assistance to tourism information centers in the area.**
- **Provide ideas concerning mutual challenges of members and encourage better relationships between them through promotion of the general welfare of all.**

Where is Otter Tail Country?

Otter Tail Country is located in West Central Minnesota. We are 2.5 hours from Minneapolis, MN and 45 minutes from Fargo, ND. Our area is made up of twenty-four charming communities sprinkled among wooded hills and crystal clear lakes. Otter Tail Country covers approximately 2,225 square miles – and over 11% of it is water. That's 157,000 acres of water! We have 1,048 lakes...more than any other county in the entire United States.

Member Benefits:

As a member of Otter Tail Country Tourism Association you will receive benefits from a comprehensive marketing plan that would be too expensive and difficult to implement alone, including:

- ✓ **Internet Marketing**
- ✓ **Print Marketing**
- ✓ **OTC Vacation Guide**
- ✓ **Sports Shows**
- ✓ **Events**
- ✓ **Tourism Office**

OTCTA Tourism Offices:

Visit our three Otter Tail Country Tourism Centers on:

- Highway 78 in Ottertail, MN (in the Century 21 Vista building).
- Old Highway 210 in Battle Lake, MN (in the Century 21 Vista building).
- Main Street in Battle Lake, MN (in the Lakes Area Community Center).

Tourists can visit the center to learn and collect information about our wonderful area. In addition, hand-outs and brochures from the wide range of OTCTA member businesses will be on display and available for visitors. To display your businesses marketing materials, simply drop them off at the new Tourism Center.

OTCTA BOARD MEMBERS

Linda Buchanan
Otter Super Club & Lodge

Jan Gladson
Whispering Waters Resort

Kathy Gruenewald
Barky's Resort

Nick & Andy Leonard
East Silent Resort

Wade Mills
Sand Bay Resort

Alan Olson
Century 21 Vista

Ron Sugden
Bonnie Beach Resort

JOIN OTCTA TODAY!

To become a member, complete and return the membership application. Or, call the OTCTA Office to make an appointment with our Membership Specialist.

OTTER TAIL

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Member Benefit Checklist

As a member of Otter Tail Country Tourism Association, you receive benefits from a comprehensive marketing plan that would be too expensive and difficult to implement alone. Review the following checklist to make sure you are taking full advantage of your OTCTA membership.

- Website Profile:** All OTCTA members receive their own business profile on www.ottertailcountry.com. Members are responsible for keeping their profile page current. Step-by-step instructions for updating the profile page are included in the new member packet and available on our website. For additional information, or to request a username and password for accessing the profile page, contact Nick Leonard at East Silent Resort (218-758-2716 or internet@ottertailcountry.com).

- Tile Ads:** Members can purchase tile ads for the OTCTA website through a monthly or yearly contract. Members are responsible for providing the advertisement. For ad pricing and specifications, please contact Nick Leonard at East Silent Resort (218-758-2716 or internet@ottertailcountry.com).

- Phone Referral:** Occasionally, last minute vacationers will call the OTCTA Tourism Center to find lodging availability. This information is dispensed by the OTCTA secretary. Members are responsible for updating their lodging availability through an online Google document. For questions, or to request access to this online document, contact Ron Sugden at Bonnie Beach Resort (218-864-5534 or bbrsugs@arvig.net).

- Vacation Guide:** All members receive a free listing in Otter Tail Country's Vacation Guide - the most professional and comprehensive publication for tourism information in Otter Tail Country. To ensure member information is included (and accurate), please pay special attention to the dates below. For questions or more information, contact Ron Sugden at Bonnie Beach Resort (218-864-5534 or bbrsugs@arvig.net).
 - June:** Ad sales begin. Contact the Midweek sales representative to purchase advertising.
 - August:** Complete and return the member information form.
 - October:** Page proofs are sent to members. Review and approve page proofs.
 - December:** Tourism Guide is printed.
 - January:** Distribution begins. Review the guide and note errors for next year's publication.

- Sport Shows:** At each sports show, an OTCTA representative distributes the OTCTA Vacation Guide and member brochures while thousands of potential vacationers learn about Otter Tail Country. To have your handout or brochure displayed at the shows, materials must be received by January 1st. Simply deliver your materials to Linda Buchanan or the OTCTA Tourism Center. Leftover brochures can be picked up at the OTCTA Tourism Center or will be distributed to area visitors. Contact Linda Buchanan at the Otter Supper Club and Lodge (218-367-2525) if you have any questions.

- Photo Contest:** Participate in our member photo contest and show the world what Otter Tail Country has to offer. You may also win a free advertisement in the tourism guide. Information about the photo contest is included in the new member packet and available online. For questions or more information, contact Ron Sugden at Bonnie Beach Resort (218-864-5534 or photo@ottertailcountry.com).