



News Release – Coronach, SK  
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## Coronach and region focus on Destination Building

Helping destination businesses and their communities to uncover unique and compelling attributes . . . that was the promise of Coronach’s recent Destination Creation course. The course kicked off in March 2023, and was spearheaded by the Town, to provide business and tourism development support in the southcentral area of Saskatchewan.

Businesses and community representatives from Coronach, Bengough, Willow Bunch, and Rockglen participated in the Destination Creation course together. “We’ve implemented several initiatives to assist communities and businesses in our region to collaborate, showcase amazing tourism assets and motivate visitors to explore the region. This Destination Creation course is part of the package, helping our business owners and community leaders to uncover unique qualities about what makes their community or business stand out as one-of-a-kind. It’s been an eye-opening experience!” comments Kelsey Manske, Community Development Officer for the Town of Coronach.

“The Destination Creation course shines a spotlight on what makes a business unique and compelling to customers,” comments Melissa Klaassen, manager of The Nook in Coronach. “We decided to ask our customers what they consider one-of-a-kind about our coffee shop. And we’re getting some excellent feedback! This course is providing a lot of new ideas and strategies and helping to highlight The Nook’s destination potential!”

In addition to this destination-building course, the Town of Coronach has developed other innovative supports for regional businesses and their communities. With the memorable tagline ‘Escape the Race’, the Town of Coronach invites visitors from near and far to see all their community offers.

W: <https://townofcoronach.ca/>

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**Escape the Race**

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