

Battle River Wilderness Retreat Brochure

A Senior Project

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by

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Abstract

Fly-fishing, bear photography and complete wilderness solitude—welcome to Battle River Wilderness Retreat. This small, unknown lodge in Katmai National Park is one of Alaska’s famous fishing destinations. The current brochure, which markets the lodge to the outside customers, is from the 1990s. The author is conducting a study to modify the brochure by updating the advertising pamphlet with new multimedia, personal stories, wildlife information, and the history of the lodge. The author plans to travel to the lodge in Alaska and will photograph new images for the revision, interview guests, and study the environment and surrounding wildlife. The revised brochure will provide more information to potential customers and bring more business to the lodge.

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Chapter One

Introduction

“Hey, bear!” a guide yells as a mighty grizzly crashes out of the alders and dives into the rushing river. A red flash of sockeye salmon dash down stream in hope of keeping their lives. Guests who are scattered throughout the river stand guard and remain aware of the nearby bear. They slowly reel in their fishing rods and pull out their cameras for a picture. The backdrop is Alaska’s beautiful wilderness in Katmai National Park. A wild grizzly bear, green tundra, magenta fireweed flowers, an ice blue river, and massive snow topped mountains fill the camera’s lens. Welcome to Battle River Wilderness Retreat.

Battle River Wilderness Retreat is a small fly-fishing and bear photography lodge located in Alaska’s southwestern peninsula. Battle River is in an extremely remote location. No roads. No cell reception. No computers. No television. A lodge like this offers a complete disconnect from the world. Guests come to Battle throughout the season for the fly-fishing, photography, and the wilderness solitude. Fishermen seeking to catch a Rainbow Trout visit during August when the sockeye salmon in the river are spawning and the trout are feeding on their eggs. Photographers typically visit in September when the bears are constantly fishing for meals as they prepare for their winter hibernation. People from all over the world are attracted by this wilderness solitude and enriching wildlife environment.

Statement of the Problem

The author believes the current advertising Battle River Wilderness Retreat brochure needs updating. The pictures and information are from the 1990s. The brochure is not as successfully marketed or distributed to potential guests as the author believes it should. *Battle River Wilderness Retreat needs a modified brochure designed to inform potential guests about the lodge, activities, surrounding wildlife and environment.*

Importance of the Project

This brochure modification is important to Battle River Wilderness Retreat's advertisement and the way the lodge will be marketed in the future. The brochure will serve as a source of information to help educate children and adults regarding the lodge and wildlife in the surrounding National Park. It also will provide a guide to people who are interested in learning how to fly-fish or have a passion for photography. The author believes this project is important for the future business of the lodge and its customers. Furthermore, the author intends the brochure to educate the general public regarding Alaska's wildlife and environment surrounding the lodge. Implementing an updated brochure encourages new customers and more business for the benefit of Battle River Wilderness Retreat.

Purpose of the Project

The purpose of this project is to modify the current brochure in order to fully educate future potential guests on the amenities and activities Battle River Wilderness Retreat offers. The project will advertise the lodge to customers. It will update the brochure providing new information about the lodge, provide recommendations for when to visit during the season (depending on if a guest is a fisherman or photographer), offer

information about the surrounding wildlife and environmental changes during the season, and display current pictures of the many day activities and trips offered.

Objectives of the Project

The objectives to accomplish the purpose of this project are:

- To implement simple lodge information, personal stories, and new photos to an updated brochure.
- To educate potential future guests of the amenities and activities Battle River Wilderness Retreat offers.
- To research the surrounding wildlife and environmental changes in Katmai National Park which affect the business of the lodge.
- To strategically market and advertise Battle River Wilderness Retreat to the general public as a place they would enjoy visiting and remember forever.

Definitions of Important Terms

Fly-Fishing – the sport of fishing using a rod and an artificial fly as bait.

Grizzly Bear – an animal of a large race of the brown bear native to North America.

Spawning – (of a fish, frog, mollusk, crustacean, etc.) release or deposit eggs.

Rainbow Trout – a large trout native to the Pacific seaboard of North America. It has been widely introduced elsewhere, both as a farmed food fish and as a sporting fish. Most rainbow trout remain in streams, but some migrate to lakes and some to the sea.

Sockeye Salmon – a commercially valuable salmon of the North Pacific and rivers draining into it.

Arctic Grayling – a fish (*Thymallus signifer*) widely distributed in northern North America and represented more southerly by two varieties, the Montana grayling and the Michigan grayling. It is used for food and sport fishing.

Float Plane – an aircraft equipped with floats for landing on water; a seaplane.

“Catch & Release” – a practice within recreational fishing intended as a technique of conservation. After capture, the fish are unhooked and returned to the water.

Fishing License – a license authorizing the bearer to fish during a specified period of time

Migrate – (of an animal, typically a bird or fish) move from one region or habitat to another, especially regularly according to the seasons.

Hibernate – (of an animal or plant) spend the winter in a dormant state.

Summary

Battle River Wilderness Retreat’s current brochure requires modifications. The designer believes it is important to revise the current lodge’s pamphlet. This revision will properly market the fly-fishing and bear photography lodge to potential future customers. The changes will display updated photos and information about the amenities and activities of the lodge. The designer will conduct research regarding the surrounding wildlife and environmental changes during the season. The revised booklet serves as a marketing source to educate the general public about fly-fishing, bear photography, wildlife in Alaska, and the trip of a lifetime Battle River Wilderness Retreat can offer. The designer’s goal is to create an updated brochure strategically marketing and advertising the lodge and brings in new customers to the business.

Chapter Two

Review of Literature

Grizzly bears, Rainbow Trout, Sockeye Salmon, and Arctic Fox—the only thing between a person and the wildlife is the complete wilderness solitude of Alaska surrounding him or her. Battle River Wilderness Retreat is one of the world’s hidden treasures. Located in Katmai National Park, the lodge welcomes guests from all over the world for renowned fly-fishing and bear photography.

Battle River Wilderness Retreat’s brochure provides information on the lodge, rates, activities, and surrounding national park. The author is investigating new methods to advertise the lodge to customers in a modified brochure. To design the most successful brochure for the lodge, the author is researching other National Parks’ history and lodge businesses and comparing and contrasting them.

History of National Parks

Katmai, Sequoia, and Yellowstone National Parks all have rich histories of some of the first structures constructed on this land and people who inhabited the nation. Each park developed at a different time in history and is famous for a special attraction.

Katmai National Park has been home to people for nearly 7,000 years. These native people built the first sites established as “lodges”. However, the first Katmai National Monument was established in 1918, but not until 1950 were rangers stationed in the park (History & Culture: Katmai National Park, 2016). In 1926, Roy Fure’s Cabin was constructed and it still stands today within the park. The historical cabin is also available as a lodge for guests to rent. Katmai National Park was declared a national

monument in 1918 to preserve the living laboratory of its cataclysmic 1912 volcanic eruption, particularly the Valley of 10,000 Smokes (History & Culture: Katmai National Park, 2016). This valley is one of Katmai National Park's famous attractions. The park is also known for its grizzly bear population and world-class fly-fishing. Ray Petersen started Brooks Lodge in 1950 (Alaska TravelGram, 2008). This started a family business still continuing today. While building the lodges, Peterson and his family ran into difficulties traveling across the dense land. The first lodge developers came by plane; the materials they needed came later by barge, by air, and across the ice (Bennet, 2000). The three main lodges in the park are some of Alaska's most famous destinations for fly-fishing and bear photography.

People have spent time in the Yellowstone region for more than 11,000 years. Many tribes and native bands used the park as their home, hunting grounds, and transportation routes prior to and after European arrival. Yellowstone was established as the nation's first national park in 1872 (Park History: Yellowstone, 2016). The railroad arrived in 1883, which allowed easier visitor access. The Lake Hotel is the oldest operating hotel in the park. When it opened in 1891, the building resembled other hotels financed by the Northern Pacific Railroad. Cars were later allowed into the park in 1915, making visits easier and more economical. Yellowstone is famous for its Old Faithful geyser.

Sequoia National Park is famous for its massive sequoia trees. On September 25, 1890, President Benjamin Harrison signed legislation establishing it as America's second national park (History & Culture: Sequoia, 2016). The park was created to protect the giant sequoia trees from logging. Sequoia National Park was the first national park

formed to protect a living organism: *sequoiadendron giganteum* (History & Culture: Sequoia, 2016).

The Ahwahneechee inhabited Yosemite National Park for generations, followed by the arrival of Europeans in the mid-1800s. The Mariposa Battalion entered Yosemite Valley on March 27, 1851, as a punitive expedition connected to the Mariposa Indian War. President Abraham Lincoln signed an 1864 bill granting Yosemite Valley and the Mariposa Grove of Giant Sequoias to the State of California as an inalienable public trust (Yosemite National Park (U.S. National Park Service), 2016). John Muir started the creation of Yosemite National Park in 1890 after he witnessed the devastation of the subalpine meadows by domestic shepherds (Yosemite National Park (U.S. National Park Service), 2016). Yosemite National Park is known for its famous Falls, Half Dome, and El Capitan.

Brochures

Brochures have been successful worldwide for advertising a company and its business. The pamphlets are easy to read for customers and provide basic facts and information. However, there are multiple tips to creating a successful brochure. The author researched methods to design an effective brochure for Battle River Wilderness Retreat. Content is essential to a brochure's purpose. Content should have proper grammar and punctuation, highlight basic information and give the audience an appropriate representation of the business (The Ultimate Checklist for a Good Brochure Design, 2013). It is important the typography used matches the scope of the business. The font is usually 9-10pt font and different styles vary greatly. When researching multimedia, the author learned that images must be high resolution and placed

strategically on the page. Grouping similar information in paragraphs throughout the documents allows the reader to easily view the brochure. Repetition of fonts and colors are used to show consistency in the pamphlet (The Ultimate Checklist for a Good Brochure Design, 2013). The chosen colors represent the atmosphere of the company and blend well together. There should not be more than five colors in a brochure. After researching these tips to creating a successful brochure, the author will use this information to guide her in the design process.

Advertisement and Marketing

While researching other National Parks' websites and brochures, the designer compared and contrasted the information found to Katmai National Park. Battle River Wilderness Retreat is one of the few lodges located in the National Park. Yosemite, Yellowstone and Sequoia National Parks' brochures and websites provide an extensive degree of information regarding the history and lodges of the parks. Brochures act as an effective way to promote the parks and attractions, since a brochure often contains images and text, creating a multimedia experience for the viewer. The author believes Battle River Wilderness Retreat's brochure needs to be modified. The brochure lacks enough information concerning the history of the lodge, surrounding wildlife, and the environmental factors that affect fly-fishing and bear photography seasons. Yellowstone is famous for its geyser, Old Faithful, and it widely advertises the attraction. Lodge brochures in Yellowstone market the sites and activities of the park so successfully that the main attraction is what a visitor thinks of when hearing about Yellowstone National Park. After researching the marketing of Yellowstone's attractions, the author believes Battle River Wilderness Retreat needs to market Katmai National Park's attractions more.

The lodge needs to revise its activities advertisement and market the world-class fly-fishing, bear photography, and day trips to the Valley of 10,000 Smokes more effectively. The current brochure for Battle River Wilderness Retreat is missing intriguing research such as new photos, surrounding wildlife, environmental factors, apparel, and fly-fishing information. The designer will work to improve these missing pieces during the modification.

Compare, Contrast, Improve

When comparing the other parks' histories and attractions, the designer noticed they are all similar because of their common and convenient locations in the lower 48 states. Yosemite, Yellowstone, and Sequoia national parks are all accessible by car, which is a strength of those parks. This provides the perfect atmosphere for a family road trip. However, Katmai National Park contrasts this accessibility and mobility. The park is only accessible by plane or boat, which limits some visitors. The park and lodges are not easily accessible and require a large amount of effort to travel to. When revising the brochure, the author will break down the travel information and expenses clearly into a simplified version for customers to read. The pamphlet will provide the reader with all of the information for plane travel into the park so it does not intimidate he or she by the extra effort to travel there.

Each national park is known for a specific monument or has a special attraction, which acts as a strength to their business. Yosemite advertises its hiking trails of Half Dome or Yosemite Falls, Yellowstone displays its famous geyser, and Sequoia offers a nice drive through some of the biggest and oldest trees in the nation. Katmai National Park is home to the historic site of the Valley of 10,000 Smokes. However, this location

requires guests to be flown into the park and then bused to the valley. Katmai National Park has a considerable amount to offer that is just walking distance from a guest's cabin. The bear activity and fly-fishing are the park's specialties. The author will provide additional information on the park's attractions in Battle River Wilderness Retreat's revised brochure. This move will help advertise the monuments and special activities of the park to better market the lodge.

All three of the previously mentioned National Parks' websites provide extensive history regarding the park and lodges. Battle River Wilderness Retreat's website and brochure lacks enough information concerning the history of the lodge and sufficient facts on fly-fishing and bear photography. The designer plans to include more background information about the history and sports of the lodge during the modification of the pamphlet.

These few changes and updates to the revised brochure will ultimately benefit the customer and business of the lodge. Helpful guidelines, historical facts, and updated multimedia provide a visitor with more information referencing the experience of visiting Battle River Wilderness Retreat.

Chapter Three

Methods and Materials

Battle River Wilderness Retreat's current brochure needs revising. The small, Alaskan fishing lodge attracts guests from all over the world. However, its advertisement brochure has not been updated since the 1990s. The author believes the brochure needs modifying to accurately represent the lodge and successfully bring more guests to the business.

In order to complete the brochure modification, the first step is to travel to Battle Wilderness Retreat in Alaska. While staying at the lodge, the author will obtain necessary information by taking new photographs, interviewing guests and the owner of the business, and observing the surrounding environment and wildlife. New photographs will be implemented in the brochure to provide an accurate picture of what the lodge looks like. Quotes and stories from guests and the owner will be used as excerpts to represent people's experience at the Battle River Wilderness Retreat. The author will record the water levels of the river and amount of fish spawning.

After returning from Alaska, the author will collect all of the information, interviews, and photos and type of the new sections of information for the brochure. Once all of the information is pulled together, the author will design the brochure in InDesign. When the author has completed the brochure design, 50 – 100 copies will be printed. The brochure will then be distributed at the business's office and given to guests to distribute to others that might be interested in the Alaskan lodge. Lastly, the author will send out a survey to guests and others who have not been to the lodge, surveying whether or not the

brochure gave them an accurate description of the lodge and if the advertisement made the customer want to take a trip to Battle River Wilderness Retreat.

1) Travel to the Lodge

The author planned to travel to Battle River Wilderness Retreat in August in order to properly obtain the information and content needed for the revised brochure. The author flew into Anchorage, Alaska and from there took a small plane run by Katmailand Air to land on a gravel strip at Kulik Lodge. Kulik Lodge is one of the main lodges located in Katmai National Park. After arriving at Kulik Lodge, the author then took a floatplane to finally arrive at Battle River Wilderness Retreat.



Figure 1: Map of Katmai National Park. National Park Service, 2002.

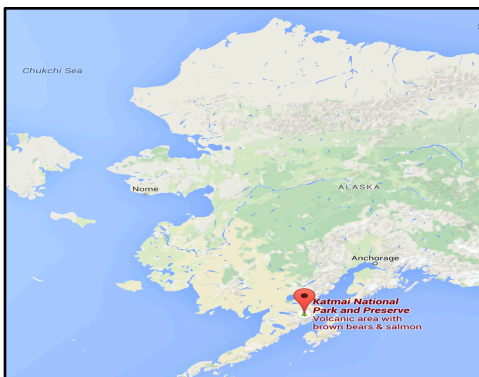


Figure 2: Location of Katmai National Park in Alaska. Google Maps, 2016.

2) Collecting New Material & Data

While staying at the lodge for two weeks, the author was given many opportunities to collect new content for the brochure. The focus of this time was spent photographing the lodge, interviewing guests and the owner, and observing the water levels and fish in the river.

Photographs were taken from all angles of the lodges. The author also took photos of the surrounding environment, wildlife, guests interacting, and inside the facilities. These new photos update the multimedia aspect of the brochure and serve as an accurate representation of the lodge today.

The author had previously talked with returning guests regarding interviewing them during their time at Battle. Guests told stories of their first time at the lodge and recounted some of their favorite memories about the small hidden treasure. The interviewing provided quotes and excerpts for the brochure. These added comments gave the brochure a personal feeling. The author also interviewed the owner of the business. The history of Battle River Wilderness Retreat was revealed during this time, which was used later in the brochure describing the lodge's background and history.

The water levels of the river and the amount of fish change each year. Depending on the time of year a guest visits the lodge, the experience can vary in fish numbers, bear sightings, daylight hours and weather. The author evaluated the water levels, amount of fish in the river, daylight hours and number of bears seen. The data collected was used to determine when a guest should visit depending upon their interests. It is best for fisherman to visit in August when the salmon are spawning and swimming up the river. Daylight hours are long providing a lengthy day of fishing. Bear photographers typically

visit in September while the bears dominate the river, fishing for food as they prepare for hibernation. The plentiful amount of bears during this time provides the perfect photographic moment. The observations collected are seen in the brochure regarding the guests and interests.

3) Organization & Write-Up

After returning from Alaska, the author collected all of the data, photos, and interviews to start organizing the brochure layout. The information was divided and categorized into different sections of the brochure. For example, the interview comments with the owner added to the Background and History of the lodge section. The quotes from guests were spread out throughout the brochure and the new photographs were edited. The author also took this time to write out the different sections of the brochure, implementing the new data collected.

4) Designing & Finalizing the Brochure

After finishing the written content for the brochure, the author used InDesign to complete the rest of the modified brochure. While using the program, the author chose different colors, fonts, and layouts for the brochure. InDesign's program allowed the author to try out many different effects and designs on the brochure. Specific colors and fonts were chosen to represent the outdoor business and the Alaskan environment. Once satisfied with the modified design, the author finalized the brochure in InDesign and printed 50 – 100 copies.



Figure 3: Battle River Wilderness Retreat Logo. Battle River Wilderness Retreat, 2016.

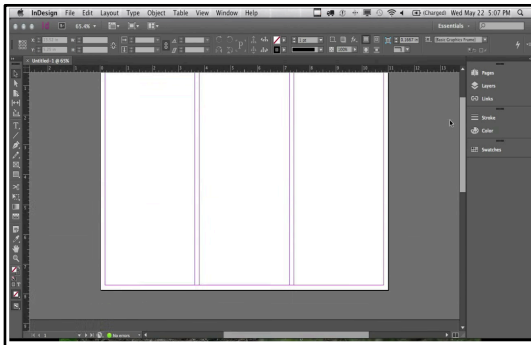


Figure 4: InDesign. Adobe, 2016.

5) Distribution

The finished brochure was distributed to current guests and others who have never been to Battle River Wilderness Retreat. There is also a significant number of brochures in the owner's main office to hand out to new potential customers he might encounter.

Conclusion

It was essential to update the original brochure from the 1990s. New data, photographs, opinions, and history was much needed to properly advertise the fishing and bear photography lodge to customers. The new information on the brochure gives potential guests a clear description of a vacation at Battle River Wilderness Retreat. All of the steps taken to revise a brochure for Battle River Wilderness Retreat are essential in

creating a successful product to bring more business to the lodge. In order to create an effective brochure for Battle River Wilderness Retreat, follow the steps above.

Chapter Four

Results

Alaska's Battle River Wilderness Retreat's revised brochure presents background information on the lodge's business, activities it has to offer, and the surrounding wildlife. The author traveled to the lodge in Alaska, interviewed guests, captured new photos, and revised the current information in order to complete the final project. The author utilized Adobe InDesign to be able to complete the project. The revised, four-panel brochure is on the following page.

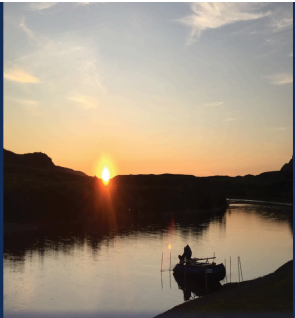
WHEN TO VISIT

Fly-fishing season at Battle typically begins in early August. The Sockeye Salmon are spawning at this time so their eggs serve as the perfect fresh meal for a Rainbow Trout. **Bear photography** season starts in early September when the Brown Bears inhabit the majority of the river fishing for salmon to prepare for the long winter.



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ALASKA'S BATTLE RIVER WILDERNESS RETREAT



KATMAI NATIONAL PARK AND PRESERVE

BATTLE RIVER WILDERNESS RETREAT...

We have one of the most beautiful settings in all of Alaska! Brown Bears and other assorted wildlife are neighbors—wandering by to check out new guests is routine. Battle River Wilderness Retreat sits along Katmai's secluded Battle Lake and river. Our woodframe "Alaskan" cabins offer a cozy atmosphere including oil stoves and fresh linens. Our modern bathhouse provides that much needed hot shower on a rainy, cold day and you can always count on a hot pot of coffee sitting in the dining cabin. Home to our infamous gourmet meals, the riverfront dining cabin provides relaxation and plenty of guest chatter. Our staff, both professional and personable, often like to tell tales—some you believe, some you don't—but the fun stories will make your trip truly memorable. We're just friendly people who want to share Alaska's magnificent wilderness with you and provide an opportunity to have the time of your life in Katmai's rugged, scenic Alaska!



Figure 5: Front Page of the Brochure

ABOUT BATTLE

Battle River Wilderness Retreat is located on the Alaska peninsula. Tim Conway strives to operate this beautiful place for guests to enjoy world-class fly-fishing and brown bear photography. Battle River Wilderness Retreat hosts an exclusive eight guests at a time. Since 1985, Tim's rustic lodge accommodations have thrilled and comforted families and small groups of friends with an enthusiasm for the natural environment.



WHAT CAN I DO?

Almost anything you want! Any person who has an appreciation for the great outdoors will feel right at home. Many different activities are offered at Battle. Interests in each activity vary amongst guests. Some of the main activities include:

- » Wildlife Photography
- » Boat Trips
- » Fly-fishing
- » Hiking



FLY-FISHING

Lake Trout, Arctic Grayling, Rainbow Trout and Sockeye Salmon inhabit the Battle Lake area. People from all over the world come to fly-fish the World Famous Bristol Bay Fishery. Battle River is located in the heart of these famous Alaskan waters. We offer fishing excursions up the lake and floating downriver. Come cast your line and you may just hook a mighty Rainbow Trout!



"BATTLE - SO LITTLE WHEN YOU ARRIVE, SO BIG WHEN YOU LEAVE"

"My favorite part about Battle is the people...and the fishing, of course!"

"There may be only a handful of camps in the world like Battle where you can see the bears so close and have great fishing as well."

"The remote location of Battle has led to some of the most meaningful and authentic interactions. Battle takes away superficial worries, allowing me to feel completely open among others."




WHERE IS BATTLE RIVER?

Battle River is located about 250 miles southwest of Anchorage in Alaska's Katmai National Park and Preserve.




We are one of only a handful of lodges in Katmai. Needless to say, we don't have any close neighbors except for the wildlife!

WILDLIFE

Katmai National Park is home to many different creatures including America's most spectacular big game animal, the Alaskan Brown Bear. Throughout the season, a variety of wildlife wander through camp and inhabit Battle River. Neighboring wildlife includes:

- » Brown Bears
- » Arctic Foxes
- » Wolves
- » Caribou
- » Wolverine
- » Moose



PHOTOGRAPHY

Many of our guests come to Battle River for the sole purpose of photographing the magnificent scenery and wildlife. Just look at the pictures in this brochure—our personal attempts to capture the special nature of the place. Grizzly Bears rule the surrounding tundra and river. We'll help guide you to get that perfect shot of a Grizzly snatching a salmon from the Alaskan Waters!






"Battle offers a wilderness solitude surrounded by amazing wildlife and genuine people. This special place has given me some of my fondest memories and life-long friendships."

"There's no other place like this."

Figure 6: Back Page of the Brochure

Chapter Five

Summary, Recommendations and Conclusion

Summary

Battle River Wilderness Retreat is a small, rustic lodge in Katmai National Park, one of Alaska's famous fishing and bear photography destinations. The current brochure, which markets the lodge to the outside customers, is from the 1990s. The author conducted a study to modify the brochure by updating the advertising pamphlet with new multimedia, personal stories, wildlife information, and the history of the lodge business. The author traveled to the lodge in Alaska and photographed new images for the revision, interviewed guests, and studied the environment and surrounding wildlife. The revised brochure provides more information to potential customers and will hopefully bring more business to the lodge. The author set out to solve the problem of the brochure being outdated and was able to create a new, modified version of the brochure.

Recommendations

The author successfully designed a new brochure including updated pictures from the lodge in Alaska, quotes from interviews with guests, and elaborated on the lodge's activities and wildlife. After completing the brochure, the author reflected on her results and how she could have done things differently. The author recommends seeking experienced users of Adobe InDesign for guidance in the program and/or watching tutorials to learn more about the software. The author wishes she would have secured

interview participants prior to the interviewing time and advises to have a second backup plan if those interviewees fall through. When printing the final brochure, the author recommends getting a text version printed first before printing a bulk order.

Conclusion

The author successfully met the objectives outlined for this project. The updated brochure will be used to market the lodge and attract new visitors. The author and owner of Battle River Wilderness Retreat discussed the brochure in depth and the owner approved of the printed, final version. The author determined a survey was not needed to review the project since the owner of the lodge was satisfied with the work accomplished.

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