

# Tourism Action Steps

# Project A-1

Goal: To Improve Tourist Attractions

Objective: To improve visual appeal of “Mile 0” Post & Cairn

## Action Steps:

By Whom:

By When:

Result:

- ❖ Identify specific deficiencies in the visual appeal and list recommendations for improvements
- ❖ Incorporate identified deficiencies and suggested solutions in the program as suggested under Action Step A-4 and include subject in overall beautification efforts

# Tourism Action Steps

## Project A-2

Goal: To Improve Tourist Attractions

Objective: To improve Signage

### Action Steps:

### By Whom:

### By When:

### Result:

- ❖ Identify areas for needed signage improvements and include suggestions for improvements
- ❖ Seek advice from Ms. Wanda Hook (Manager, Tourism Product Services at Tourism BC in Victoria)  
Tel: 250-387-0104 or: wanda.hook@tourismbc.com
- ❖ Contact District Highway Office and/or Municipal Authorities for information on approval process of highway and local signage
- ❖ Make presentations to appropriate authorities to have signage upgraded

# Tourism Action Steps

# Project A-3

Goal: To Improve Tourist Attractions

Objective: To stimulate upgrading of attractions

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Develop an Attractions Master Plan
- ❖ Identify those attractions that require upgrading in order to maintain Dawson Creek's competitive edge
- ❖ Discuss upgrading with owners/managers and investigate sources for possible financial assistance
- ❖ Investigate with Municipality the possibility of "tax credits" for upgrading costs

# Tourism Action Steps

# Project A-4

Goal: To Improve Tourist Attractions

Objective: To improve downtown visual appeal

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Call for a full day workshop with representatives from downtown businesses, tourism industry, municipality, community organizations, etc.
- ❖ Present rational why attractive city streets spur economic development, impress visitors, create pride with residents, improve quality of life, enhances the perception of safety, etc.
- ❖ Identify and prioritize specific streets and/or areas which should be included in a beautification program
- ❖ Create listing of suggested improvements such as tree, plant and shrub plantings, ornamental landscaping, benches, kiosks, trash receptacles, signage, decorative lighting, regular clean –ups, etc.
- ❖ Select a “Dawson Creek Beautification” committee to follow through on workshop’s visions and outcomes

# Tourism Action Steps

# Project A-5

Goal: To Improve Tourist Attractions

Objective: To avoid the Alaska Highway becoming “just another road”

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Call for meeting/workshop to discuss and support NRAHTA’s endeavours to have the Alaska Highway designated as a “Scenic Byway”  
(See also Alaska Highway Community Initiative)
- ❖ Set goals and objectives for Dawson Creek’s “*Byways Inventory*” and obtain commitments from supportive residents to follow-through on scheduled tasks and the creation of a Corridor Management Plan.
- ❖ Also refer to Action Steps under I-1

# Tourism Action Steps

# Project A-6

Goal: To Improve Tourist Attractions

Objective: To develop a plan for – and implement Alaska Highway House

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Develop rationale why the creation of an Alaska Highway House will benefit tourism development for Dawson Creek
- ❖ Create a feasibility plan for an Alaska Highway House
- ❖ Develop a business plan for an Alaska Highway House
- ❖ Make presentations to municipal, provincial and federal authorities to enlist concurrence and financial support for realization of Alaska Highway House in Dawson Creek
- ❖ Implement plan

# Tourism Action Steps

# Project S-1

Goal: To Improve Tourism Services

Objective: To increase number of public washrooms (especially downtown)

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Develop rationale why lack of sufficient washrooms impacts negatively on Dawson Creeks' tourism development
- ❖ Identify desired locations for additional public washrooms
- ❖ Make presentations to Municipal Authorities requesting cooperation and identify/suggest solutions

# Tourism Action Steps

# Project S-2

Goal: To Improve Tourism Services

Objective: To increase quality accommodation inventory

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Create inventory of existing accommodation facilities by class, type, location, room capacity, facilities, etc.
  
- ❖ Develop matrix on average occupancy, average daily room rate, and RevPar of existing accommodation providers
  
- ❖ Develop rational why additional quality accommodation facilities are needed and justified to serve present and future visitors  
Develop rational why all accommodation providers should be part of Canada Select, as well as comply with Tourism BC's standards
  
- ❖ Discuss outcome with property owners, Chamber of Commerce and Municipality and obtain concurrence and support
  
- ❖ Approach potential investors, appropriate hotel/motel companies, B&B candidates, etc. with rational to create facilities

# Tourism Action Steps

# Project S-3

Goal: To Improve Tourism Services

Objective: To increase air flight frequencies to/from major centres

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Develop rational why insufficient air connections to/from Dawson Creek impact negatively on tourism development
- ❖ Provide business case and identify specific routings where present and future tourism (and business) development would justify additional frequencies
- ❖ Discuss outcome with Chamber of Commerce and Municipality and obtain concurrence and support
- ❖ Discuss findings/outcome with appropriate air carriers and airport management

# Tourism Action Steps

# Project S-4

Goal: To Improve Tourism Services

Objective: To improve coordination of sports tourism opportunities

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Identify active sports organizations in Dawson Creek and call for workshop and discussion on maximizing Dawson Creek's participation in Hosting Sports Tourism Events
- ❖ Create facility inventory and "needs assessment" of sport facilities
- ❖ Create "Sports Tourism" desk within Tourism Dawson Creek in order to effectively coordinate opportunities
- ❖ Ensure "Sport Tourism" is identified in Tourism Dawson Creek's marketing plan.
- ❖ For further information on 2010 Legacies Now and Sports Tourism:  
Shannon Hendry at Tourism BC: 604-660-6391 [shannon.hendry@tourismbc.com](mailto:shannon.hendry@tourismbc.com)

# Tourism Action Steps

# Project S-5

Goal: To Improve Tourism Services

Objective: To improve standards of taxi service

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Identify specific problems and define negative impact on tourism development
- ❖ Investigate value of jointly implementing SuperHost or TaxiHost Program (consider inviting neighbouring communities to join)
- ❖ Invite Municipal Authorities to participate in developing a relationship between licensing and training-course participation
- ❖ For information on **TaxiHost** program contact:  
Justice Institute of BC  
715 McBride Boulevard  
New Westminster, BC V3L 5T4  
Contact: Mr. Sandhu  
Tel: 604-525-5422 ext. 5827

TaxiHost was developed by Tourism BC as an expansion of the SuperHost program; topics include: the importance of customer service skills, the importance of tourism in the provincial economy, making a positive first impression, tips for improving communication, serving customers with disabilities, handling customer concerns, effective listening, and managing change.

# Tourism Action Steps

# Project H-1

Goal: To Improve Tourism Hospitality

Objective: To educate frontline staff on local products and events

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Create content for a “local knowledge” course (seek advice from Pioneer and/or Heritage Societies)
- ❖ Develop and distribute an “Events Calendar”
- ❖ Offer both subjects (local history & events) in a course for frontline staff; offer prizes and incentives to attend course (Local businesses to provide prizes)
- ❖ Create inventory of major community activities and distribute updates on a regular basis to local businesses
- ❖ A “mystery tourist” program can be implemented to check effectiveness and to reward outstanding individuals

# Tourism Action Steps

# Project H-2

Goal: To Improve Tourism Hospitality

Objective: To improve entrance (off Alaska Highway) to VIC/Museum/Art Gallery

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Develop rationale why present entrance-ways impact negatively on Dawson Creek's tourism development
- ❖ Discuss options with District Highway office
- ❖ Enlist support from Northern BC Tourism Association and Northern Rockies Alaska Highway Tourism Association to make presentations to appropriate authorities.

# Tourism Action Steps

# Project H-3

Goal: To Improve Tourism Hospitality

Objective: To educate business community on the value of tourism

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Develop a comprehensive document on the “Value of Tourism”, outlining the *present* impact of tourism on the community as well as impact of *future* growth, economic diversification values, etc.
- ❖ Make presentations to local organizations (Service Clubs, etc.) on the value of tourism to the business community at large
- ❖ Encourage local news media to carry “good news” tourism experiences/stories
- ❖ Communicate tourism developments/activities on a regular basis to the business community.
- ❖ Identify potential (non-traditional) businesses to participate in specific tourism activities

# Tourism Action Steps

# Project H-4

Goal: To Improve Tourism Hospitality

Objective: To improve cleanliness of facilities (accommodation, restaurants, attractions, etc.)

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Identify specific shortcomings and discuss need for improvements with owners/management
- ❖ If necessary, consult with municipal authorities with regard to permit infractions (health, safety, etc.)
- ❖ Incorporate beautification suggestions in Action Step A-4
- ❖ Recommend participation in appropriate national/provincial programs such as Canada Select, Camping Select, and membership in organizations such as BCYHA, BCRFA, etc who promote operating standards that encourage excellence.

# Tourism Action Steps

# Project H-5

Goal: To Improve Tourism Hospitality

Objective: To improve residents' tolerance of tourists

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Develop a comprehensive document outlining the present impact of tourism on the community as well as the impact from future growth (tax revenue, employment, etc.) Seek assistance/input/data from Tourism BC
- ❖ Make presentations to members of local organizations (Service Clubs, etc.) on the value of tourism to the community
- ❖ Make presentations to local high school students on value of tourism and its career opportunities
- ❖ Encourage local news media to carry "good news" tourism experiences/stories
- ❖ Involve local community volunteers on tourism events

# Tourism Action Steps

# Project I-1

Goal: To Improve Tourism Infrastructure

Objective: To improve/create appropriate historic signs & plaques

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Create inventory of historic sites and/or areas where specific (additional) signage and/or plaques would benefit a visitor's experience
- ❖ Enlist assistance from appropriate organizations to ensure authenticity
- ❖ Enlist support from businesses, municipality, etc. with regard to posting of such signs/plaques
- ❖ Identify potential sponsors of such historic signage program

# Tourism Action Steps

## Project I-2

Goal: To Improve Tourism Infrastructure

Objective: To upgrade business yard maintenance

### Action Steps:

### By Whom:

### By When:

### Result:

- ❖ Develop rationale why present status is an obstacle to tourism development and why upgrading/better maintenance of the business yard would enhance/stimulate tourism development for Dawson Creek
- ❖ Discuss outcome with owners and try and achieve solution (Enlist "Communities in Bloom" to support the upgrading program)
- ❖ Discuss with Municipal authorities for possible assistance and support

# Tourism Action Steps

# Project I-3

Goal: To Improve Tourism Infrastructure

Objective: To improve schedule of public transport to RV Parks

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Develop rational (amongst which: visitor spending patterns) on importance of better public transport to/from RV Parks
- ❖ Suggest frequencies, routing, seasonality, capacity, etc. and identify benefits and ROI
- ❖ Consult with downtown businesses and obtain support
- ❖ Present joint recommendation to Municipal authorities for action/implementation

# Tourism Action Steps

# Project I-4

Goal: To Improve Tourism Infrastructure

Objective: To improve “Welcome to Dawson Creek” signage

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Identify areas/locations where “welcome signage” is to be improved (Refer to Roger Brooks’ recommendations)
- ❖ If necessary, consult with Ms. Wanda Hook (Manager , Tourism Services at Tourism BC, Victoria)  
Tel: 250-387-0104 and/or [wanda.hook@tourismbc.com](mailto:wanda.hook@tourismbc.com)
- ❖ Identify potential sponsors for “welcome signage”
- ❖ Contact District Highway Office and/or Municipal authorities for approval/action/design/implementation

# Tourism Action Steps

# Project I-5

Goal: To Improve Tourism Infrastructure

Objective: To stimulate creation of quality campgrounds

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Identify why today's consumer expects high quality camping accommodation and why successful campgrounds should participate in "**Camping Select**", the National Rating Program
- ❖ Develop rationale why/where more quality campground facilities are needed and identify economic opportunities with regard to both today's and future tourism development
- ❖ Investigate/facilitate possible expansion of existing facilities
- ❖ Consult with authorities as to available sites/permit requirements for creation of additional quality campgrounds
- ❖ Investigate levels of interest with local/regional entrepreneurs to create these facilities

# Tourism Action Steps

# Project P-1

Goal: To Improve Tourism Promotions

Objective: To improve availability of partnering funds

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Identify (as part of marketing plan exercise), available private sector funding for tourism marketing partnerships
- ❖ List total public funding available for Dawson Creek's tourism cooperative marketing
- ❖ Make business-case presentation to Northern BC Tourism Association for realistic increase in allotment of partnership funding
- ❖ Investigate with local accommodation providers and municipality introduction of a voluntary 2% hotel tax to help fund Dawson Creek's tourism marketing activities.

# Tourism Action Steps

# Project P-2

Goal: To Improve Tourism Promotions

Objective: To generate event awareness within community

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Create a complete listing of tourism events/attractions and services
- ❖ Develop a program for Dawson Creek residents to visit attractions free of charge on a specific day/weekend, early in season
- ❖ Develop partnerships with local media to generate publicity
- ❖ To maximize community's participation, consider prizes (donated by local businesses) to be awarded/drawn.

# Tourism Action Steps

# Project P-3

Goal: To Improve Tourism Promotions

Objective: To better communicate promotional opportunities

Action Steps:

By Whom:

By When:

Result:

**See Action Steps under P-4 and P-5**

# Tourism Action Steps

# Project P-4

Goal: To Improve Tourism Promotions

Objective: To create and broadly distribute tourism marketing plans

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Call for a full day workshop with representatives of Dawson Creek's tourism industry, municipality, Chamber of Commerce and other appropriate parties
- ❖ Establish a process (preferably with a facilitator) through which the community's prime tourism objectives and related long-term strategies are identified and developed
- ❖ Create a draft strategic marketing plan from above outcomes
- ❖ Consult with NRAHTA and identify areas of partnership, joint promotions, buy-ins, all of which to be incorporated in Tourism Dawson Creek's marketing plan
- ❖ Rank strategies and tactics and identify required funding levels; make adjustment to reflect present realities and distribute to widest possible audience with invitation to participate

# Tourism Action Steps

# Project P-5

Goal: To Improve Tourism Promotions

Objective: To improve participation in co-op advertising opportunities

## Action Steps:

## By Whom:

## By When:

## Result:

- ❖ Make presentations and circulate Tourism Dawson Creek's marketing plan (Action Step P-4) amongst a widest possible audience.
- ❖ Highlight partnership opportunities and illustrate advantages of marketing partnerships in terms of both cost and effectiveness
- ❖ Ensure close coordination with partnership opportunities offered by NRAHTA