



# MILE "0" SIGNAL

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Dawson Creek to Dawson City

Edmonton RV Show

## Welcome to Tourism Dawson Creek

To increase awareness and to let you know what is going on at Tourism Dawson Creek, we have launched the Mile "0" Signal. This a quarterly newsletter that will be sent out to 400 plus stakeholders, operators and other interested groups.

Tourism Dawson Creek works to promote, attract and retain the business of tourism in the City of Dawson Creek. Our mission is to "coordinate opportunities for sustainable tourism growth and development by fostering memorable, year-round visitor experiences and promote social and economic benefits for our members and wider community". This includes roles of communication, marketing and promotion, education, and development. Tourism Dawson Creek has many activities and areas in which we assist visitors and residents. In future issues of the Mile "0" Signal, we will inform you more about our endeavors.

## Marketing

Tourism Dawson Creek has just completed the consumer show blitz. Our staff, (Keltie Durrell and Deb Chaffee) and the Northern Rockies Alaska Highway Tourism Association staff attended two consumer shows: the *Edmonton RV Show* and the *Fraser Valley Boat, Sport Fishing and Outdoor Show*. There is a lot of interest in touring, snowmobiling, quading and fishing throughout our area and the Alberta and lower mainland market continues to be very strong for Dawson Creek.

### Mile "0" to Adventure Visitor Guide

In cooperation with the Dawson Creek & District Chamber of Commerce and the City of Dawson Creek, Tourism Dawson Creek has published 40,000 copies of the 2006 edition of the *Mile "0" to Adventure Visitor Guide*. We are in the process of distribution to Visitor Centres and tourist destinations across Canada and the U.S.

### Dawson Creek to Dawson City

The Klondike Visitors' Association (KVA) of Dawson City, Yukon and Tourism Dawson Creek have partnered to promote our two cities. The Dawson to Dawson collateral piece is a coupon marketing scheme to encourage travelers to stop in at Dawson Creek and Dawson City. This is the first year for the Dawson to Dawson promotion. KVA and Tourism Dawson Creek have circulated the publication at several trade and consumer shows. This summer we expect to see the positive effects of this campaign.





### Visitor Center

Tourism Dawson Creek operates Dawson Creek's Visitor Centre which is located in the Station Museum at the Northern Alberta Railways Park. Visitor information counsellors are available year-round. This is a visitor's first point of contact when arriving in our community. Certified counsellors assist in finding accommodation, eateries, things to do, road and weather reports, events and complete travel planning info, etc... These services have a direct impact in giving the visitor a positive impression of Dawson Creek.

## Development

### Community Tourism Essential Workshop and Review

In February of 2006, Tourism Dawson Creek invited the community to take part in developing a *strategic plan* for tourism in the city. A two-day workshop began by reviewing past initiatives in Dawson Creek in terms of planning and implementation.

The second portion identified strengths and weaknesses in the city. From the issues raised, it was determined what needs the most improvement, and a timeline was formed for resolving these weaknesses. Tourism Dawson Creek would like to thank all those individuals who participated. We are now in the process of shaping those outcomes into a five-year plan to direct the focus of our activities. Participants will be contacted to review the summary workbooks and together plan towards a better future.

### SuperHost

Since 1985, *SuperHost* training has been taught in British Columbia to improve the service experience in our province. Tourism Dawson Creek is the delivery organization for SuperHost in Dawson Creek, Pouce Coupe and Tumbler Ridge. The next SuperHost Fundamentals course is scheduled for this spring in mid-April. If you are looking for an opportunity to brush your staff up on customer service, SuperHost is the place. For more information, contact: Tourism Dawson Creek at (250) 782-4714.

### Exceptional Service Award

A high level of customer service is critical in a community. Tourism Dawson Creek sponsors this award on a yearly basis to honor and encourage superior customer service. Winners are chosen from submissions by public nominations. **Congratulations and the highest kudos** go to **Simple Pleasures** for being chosen this year's winners. Joe Judge and his staff are to be highly commended for their outstanding efforts!

## [www.tourismdawsoncreek.com](http://www.tourismdawsoncreek.com)

### Community Partner Organizations

A major part of our website is the Community Partner Organizations database. This one-stop information portal is updated regularly to keep the material timely. Each year, Tourism Dawson Creek updates the database which contains over 250 clubs, organizations and associations that operate in Dawson Creek. It is our ambition to ensure potential club members can find the association that fits their interest and join with ease. This is intended to improve the quality of life for Dawson Creek residents and the strength of community organizations.

### Getting Married? Having a Reunion? Hosting an Event or Conference?

Tourism Dawson Creek has a new service program to assist you! Let us help in planning your special occasion, conference sports event, reunion or any other event. Go to our website, click on the icon that relates to your affair, fill out the information and we will contact you. We can send customized Dawson Creek info packages to your RSVP list, create a customized map for your particular event and assist in any way we can to ensure your success.

### What's Going On?

Check out our website for Dawson Creek's on-line **Events Calendar**. An up-to-date list of all events occurring in the community is here! If your event is not listed, you can personally submit it on-line and it will be live within days of your submission. Our website can be a great resource when planning an event. Go to [www.tourismdawsoncreek.com/events](http://www.tourismdawsoncreek.com/events) to avoid overlapping another event, to guarantee your event is posted and that the details are correct, or to find other activities for your visitors during their stay.

## Major Events (April - June 2006)

April 1 - 2	Gun & Sportsman Show	Month of June:	Be a Tourist in Your Own Town Month
April 7 - 8	Mile 0 Figure Skating Carnival	June 3	Communities In Bloom - Dandelion Daze Festival
April 28 - 30	Kiwanis Trade Show	June 1 - 19	BC Family Fishing Day
May 5	7th Annual PBR Spring Bull Riding Break-up Party	June 24	National Aboriginal Day Picnick
May 5	Dawson Creek Art Gallery Auction	June 17 - 19	BC Family Fishing Day
May 21	Muddawgs ATV Bog	June 30 - July 2	Annual Thunder Run