
DAWSON CREEK UNRESOLVED TOURISM ISSUES 1989-2006

<u>Identified Concern:</u>	<u>1989</u>	<u>2001</u>	<u>2006</u>
<i>Lack of commitment by local tourism industry</i>	■	■	■
<i>Poor signage</i>	■	■	■
<i>Unattractive downtown visual appeal</i>	■	■	■
<i>Shortage of quality accommodation</i>		■	■
<i>Lack of flights to major centres</i>	■	■	■
<i>Community unaware of value of tourism</i>	■	■	■
<i>Frontline staff lacking knowledge of local product</i>		■	■
<i>Lack of quality campgrounds</i>	■		■
<i>Poor highway entrance</i>		■	■
<i>Need for a community marketing plan</i>	■	■	■
<i>Need more attractions and/or upgrading</i>	■		■

Above schematic lists unresolved tourism issues/concerns as repeatedly identified by participants in three workshops in Dawson Creek over the past **17 years**.

It is strongly recommended that these issues be dealt with as high priority items; they reflect ongoing concerns from Dawson Creek's tourism industry and again ignoring these signs will contribute to perpetuate the perception of the tourism industry not being professional/serious in solving its issues.
