

ATTRACTIONS

STRENGTHS

Top Five:

1. Mile "0" Post 13
2. Alaska Highway Historic Mile 12
3. Multiplex 10
4. Fall Fair 9
5. Alaska Highway House (TBA) 9

Alaska Highway Historic Mile	12	Gundy Caves	
Kinuseo Falls		McQueen's Slough	4
Monies Red Serge Dam		Art Gallery	9
Archives		Museum	6
Golf courses		Kiskatinaw Bridge	2
Sewell Valley Game Farm	4	Aboriginal tourism	
Walking Path		Trading Post	
Long daylight hours	1	Wind turbines	1
MJ Aviation Tours	4	Buffalo Ranch	
Circle tours	2	Unique B&B's	1
Alaska Hotel		Peace River	3
Bear Mountain Trails		Swan Lake / Moberly	
Charter buses	1	Kiwani's Art Centre	1
Pioneer Village	4	Fishing	1
Motor Cross	1	Birding	
Camping & RV facilities		Skateboard Park	
Guiding & Outfitting	3	Kin Park Walking Trail	2
Winter recreation: ski hill, ski trails, snow mobiles		Canola Fields / Agriculture and Agri- tourism	3
Quading		Wilderness experience	3
Hook Lake Charters		Multiplex	10
Industry		Farmers Market	
Rotary Lake		Sporting Events	
Parks		Aircraft facilities	2
Bennett Dam		Fall Fair	9
Summer Cruise		Bluegrass Festival	1
Dinosaur Lake		Alwin Holland Park	
Mile "0" Post	13	Traffic Circle	2
Air Show	1	Murals/Walking Tour	4
Alaska House (TBA)	9	Diverse business opportunities	

ATTRACTIONS

STRENGTHS (*Continued*)

Carriage Tour		Accommodation & Restaurants	
Strong economy		Centre of the Peace	
Re-direction site		Fossil resources	1
Clubs & Organizations (sports)	7	Local TV station	1
Hunting	1	Municipal support	1
Good urban-rural balance	1	Gaming Centre	
Dedicated tourism association	4	Heritage Commission	
Volunteers			

SERVICES

STRENGTHS

Top Five:

1. Visitor Centre 16
2. Tourism & Chamber Office 14
3. Arts Community / Events 13
4. Recreation Facilities 12
5. Sport Tourism Destination 12

Arts Community / Events	13	Restaurants	3
Walking Trails	2	Churches	
Traffic flow in/through city=good		Community Clubs & organizations	3
Business appreciation of tourists		Hospital/Walk-in Clinic	2
Year-round services & info	1	Tourism & Chamber office	14
Full-service community	9	Centrally located campgrounds	1
RV Campgrounds	1	RV Repair services	1
Customer service	6	Visitor Centre	16
Fast food selection	1	Taxi	
No parking meters	11	Good access & parking for personal vehicles	3
Representative Church community		Hospital	3
Parks & green spaces	11	Recreation facilities	12
Ranch & Farm supply	1	Shopping/grocery stores	6
Public internet access in several locations	2	Awareness of DC as a Sport Tourism Destination is growing	12
Rodeo grounds	1	Banks	
Float Plane base	2	Bus service	1
City bus		Speed skating	
Sporting facilities		Boat rentals	
Airport		Unique shops	6

HOSPITALITY STRENGTHS

Top Five:

- | | |
|-------------------------------|----|
| 1. Visitor Centre | 24 |
| 2. Friendly Community | 23 |
| 3. Community Pride / Attitude | 13 |
| 4. SuperHost Training | 11 |
| 5. Chamber / Tourism Office | 9 |

Friendly community	23	Visitor Centre	24
Chamber/Tourism office	9	Unique B&B	4
Customer service	6	Disability access	8
SuperHost training	11	Cleanliness of facilities	2
Community pride/attitude	13	Interpretive guide on carriage tour	2
Residents & services accommodating	2		

INFRASTRUCTURE

STRENGTHS

Top Five:

1. Multiplex	14
2. Wide, Accessible, Pedestrian-friendly Streets	14
3. Airport	11
4. Emergency Services (911)	9
5. College	9

History	4	Library	4
College	9	Community Plan	4
Multiplex	14	Dependable utilities	2
Walking Trail signs	3	Garbage removal from streets	
Numbered streets & avenues	4	Historic graveyards	2
Water quality	5	Rotary Lake	3
Snow removal	3	Traffic circle	1
Sewage treatment		Emergency services (911)	9
Wide, accessible streets and sidewalks pedestrian friendly	14	Airport	11
Public transit		Hospital	7

PROMOTIONS

STRENGTHS

Top Five:

1. Associations (TDC, NRAHTA, NBCT, TBC, CTC) 17
2. Tourism DC, NRAHTA & Individual Websites 15
3. Visitor InfoCentre 12
4. Partnerships with Tourism DC & NRAHTA 10
5. Branding the Peace 9

Community Futures	5	Circle tours	4
Local people word of mouth	4	Museums of the Peace	4
Visitor InfoCentre	12	Branding the Peace	9
Associations such as TDC, NRAHTA, NBC Tourism, TBC, CTC	17	Websites Tourism DC/Hello North & individual websites	15
Individual businesses advertising		Hello North Guide	4
City Guide	8	Brochures	6
Partnerships in TDC & NRAHTA	10	TV/radio	8
Coffee talk / bargain finder		Communities in Bloom-Winter Lights	8
Greyhound 50 th Anniversary fares	1	Opportunities re 2010	8

ATTRACTIONS

WEAKNESSES

Top Six:

- | | |
|---|----|
| 1. Poor Visual Appeal Mile "0" Post & Cairn | 15 |
| 2. Poor Signage | 12 |
| 3. Many Attractions Need Upgrading/Replacement | 11 |
| 4. Unattractive Downtown Visual Appeal | 10 |
| 5. Alaska Highway becoming "just another road" | 8 |
| 6. No Dedicated Facility to Showcase the Alaska Highway | 8 |

Air & taxi services	3	Rental car companies	1
Many attractions need upgrading and/or replacement (NAR Station Museum, Pioneer Village)	11	Shortage of accommodation providers (hotel & motel)	4
Local knowledge – no enthusiasm	6	City cleanliness	2
City by-law enforcement	5	Poor signage	12
Not pedestrian friendly	1	Tour transportation	3
Poor visual appeal Mile 0 Post & Cairn	15	Image marketing perpetuating the Alaska Highway history	5
Airport	2	Winter activities	1
Signage to attractions	4		
Downtown: visual appeal, dumpsters, Dawson Hotel, Local street people	10	Alaska Highway in danger of becoming "just another road"	8
Inconsistent information			
Need more theatre/concerts and entertainment	5	Seasonal nature due to environment	2
No dedicated facility to showcase Alaska Highway	8	Lack of community interest/support and awareness of events	3
Poor retail selection	6	Community competition	
Need for overarching vision (focus & identity)	3	No export-ready tourism product (no 5-star accommodation)	
Lack of resources and dollars for promotion	2	Hour shortages (open and close for businesses)	
Lack of uniqueness in attractions – same as other regions	1		

SERVICES

WEAKNESSES

Top Five:

- | | |
|---|----|
| 1. Public Washrooms (none downtown) | 14 |
| 2. Lack of Quality Accommodation | 13 |
| 3. Lack of Flights to Major Centres | 10 |
| 4. Lack of coordination re Sports Tourism Opportunities | 9 |
| 5. Taxi Standards to be increased | 8 |

RV Parking	6	Lack of flights to major centres	10
Inclusive campgrounds with full facilities	4	Human Resource shortages affect taxi services	1
Bus route expansion & increased schedules	2	Need more campgrounds – locate one near Multiplex	
Lack of quality accommodation	13	Lack of specialty shops	6
Lack of human resources	3	Lack of quality employees	3
Lack of investors – need more entrepreneurs	1	Lack of coordination re Sports Tourism Opportunities	9
Hostels co-ed Youth	2	Bicycle/scooter rentals	1
Taxi standards	8	Lack of public phones	1
Car rentals	6	Automobile services	
Variety in restaurants (ethnic)	7	Internet services/café	1
Public washrooms (none downtown)	14	No early morning restaurant downtown – need to lengthen hours of operation	5
Signage	7	Conference facilities	
Transportation to RV parks does not start till July		Shuttle service inside & outside of Dawson Creek (i.e: to FSJ airport)	2
Sani dumps	1	In-town B&B	1
Retail hours	2	Attraction hours	2

HOSPITALITY

WEAKNESSES

Top Five:

1. Frontline Staff Lacking Knowledge of local DC Product/Events 24
2. Poor Entrance (off AH) to VIC/Museum & Art Gallery 19
3. Lack of Tourism Value Awareness with Business Community 16
4. Low Cleanliness Standards of Facilities (Acc-Rest-Attr) 14
5. Lack of Tolerance of Tourists by Local Residents 11

Poor entrance (off Alaska Highway) to VIC/Museum and Art Gallery 19	Lack of awareness of tourism value with (business) community 16
Customer service (rude employees) 4	Disability access
Cleanliness standards of facilities such as accommodation, restaurants, attractions 14	Lack of tour guides & tours 8
Airport hospitality 8	Lack of tolerance of tourists by locals 11
Frontline staff needs more local knowledge about DC 24	
U.S. security card for re-entry 1	Trucker traffic vs. RV traffic 8

INFRASTRUCTURE

WEAKNESSES

Top Five:

- | | |
|---|----|
| 1. History Signs / Plaques | 15 |
| 2. Poor Maintenance of Business Yards (unpaved) | 14 |
| 3. No Public Transport to RV Parks till July | 14 |
| 4. "Welcome to Dawson Creek" signs need improvement | 12 |
| 5. Lack of Quality Campgrounds | 12 |

Timeliness of taxis	4	Airport	9
Lack of quality campgrounds	12	No curbside recycling	5
Lack of picnic parks	6	Welcome to DC signs to be improved	12
Poor routing of walking path around library	6	Poor maintenance of business yards (not paved)	14
History signs/plaques	15	Billboards	1
No public transport to RV parks until July	14		

TOURISM GOALS & OBJECTIVES

Goal: To Improve Tourist Attractions

Objectives:

1. To improve visual appeal of Mile 0 Post & Cairn
2. To improve signage
3. To stimulate upgrading of attractions
4. To improve downtown visual appeal
5. To avoid the Alaska Highway becoming "just another road"
6. To develop plan for- and implement Alaska Highway House

TOURISM GOALS & OBJECTIVES

Goal: To Improve Tourism Services

Objectives:

1. To increase number of public washrooms (especially downtown)
2. To increase quality accommodation inventory
3. To increase air flight frequencies to/from major centres
4. To improve coordination of sports tourism opportunities
5. To improve standards of taxi service

TOURISM GOALS & OBJECTIVES

Goal: To Improve Tourism Hospitality

Objectives:

1. To educate frontline staff on local product & events
2. To improve entrance (off Alaska Highway) to VIC/Museum/Art Gallery
3. To educate (business) community on value of tourism
4. To improve cleanliness of facilities (restaurants-accommodation-attractions)
5. To improve residents' tolerance of tourists

TOURISM GOALS & OBJECTIVES

Goal: To Improve Tourism Infrastructure

Objectives:

1. To improve/create appropriate historic signs & plaques
2. To upgrade business yard maintenance
3. To improve schedule of public transport to RV Park
4. To improve "Welcome to Dawson Creek" signage
5. To stimulate creation of additional quality campgrounds

TOURISM GOALS & OBJECTIVES

Goal: To Improve Tourism Promotions

Objectives:

1. To improve availability of partnering funds
2. To generate event awareness within community
3. To better communicate promotional opportunities
4. To create and communicate tourism marketing plans
5. To improve participation in co-op advertising opportunities

TOURISM ACTION STEPS

Summary

Attractions

- A-1: To improve visual appeal Mile "0" Post & Cairn
- A-2: To improve signage
- A-3: To stimulate upgrading of attractions
- A-4: To improve downtown visual appeal
- A-5: To avoid the Alaska Highway becoming "just another road"
- A-6: To develop plan for- and implement Alaska Highway House

Services

- S-1: To increase number of public washrooms (especially downtown)
- S-2: To increase quality accommodation inventory
- S-3: To increase air flight frequencies to/from major centres
- S-4: To improve coordination of sports tourism opportunities
- S-5: To improve standards of taxi service

Hospitality

- H-1: To educate frontline staff on local product and events
- H-2: To improve entrance (off Alaska Highway) to VIC/Museum/Art Gallery
- H-3: To educate business community on value of tourism
- H-4: To improve cleanliness of facilities
- H-5: To improve residents' tolerance of tourists

Infrastructure

- I-1: To improve/create appropriate historic signs & plaques
- I-2: To upgrade business yard maintenance
- I-3: To improve schedule of public transport to RV Park
- I-4: To improve "Welcome to Dawson Creek" signage
- I-5: To stimulate creation of additional quality campgrounds

Promotions

- P-1: To improve availability of partnering funds
- P-2: To generate event awareness within community
- P-3: To better communicate promotional opportunities
- P-4: To create and broadly distribute tourism marketing plans
- P-5: To improve participation in co-op advertising opportunities

