

Frequently Asked Questions

1. What is the economic impact of tourism in Northeastern BC?

"The Alaska Highway is an important international tourism icon. Current research reveals that over 320,000 people travel the Alaska Highway between May and September (Northern Rockies Alaska Highway Visitor Research Project, January 2005).

These travellers spend \$56 per person per day and spend about 20 days in the Alaska Highway region (5.3 days in Northern BC, 5.4 days in the Yukon and 9.2 days in Alaska). Overall, these travellers represent about \$350 million in spending for the Alaska Highway region, of which \$93 million is spent in Northern BC."

2. Who is Tourism BC?

*Tourism BC is a marketing-oriented organization with a mandate to promote the growth and development of the tourism industry through innovative programs and industry development initiatives. **Tourismbc.com** provides information on the organization's corporate programs, and **hellobc.com** provides information and planning tools for visitors.*

3. Who is Northern BC Tourism Association?

The Northern British Columbia Tourism Association is one of B.C.'s six regional destination marketing organizations. It is an industry-led, not-for-profit association governed by a board of directors elected annually by its membership.

The Association's mandate is to encourage a greater number of tourist visits, as well as tourism revenues, to Northern B.C. through the development and implementation of cost-effective marketing programs, in partnership with their members and the tourism industry. For more information, visit www.nbctourism.com.

4. Who is Northern Rockies Alaska Highway Tourism Association (NRAHTA)?

The Northern Rockies Alaska Highway Tourism Association (NRAHTA), also known as "Hello North", has represented the interests of tourism within Northeastern British Columbia for over 25 years. Formerly, the Peace River Alaska Highway Tourist Association was affiliated with Tourism BC. The Association operates as an independent non-profit association under the direction of an executive and a board of directors.

The Association's mandate is "to coordinate opportunities for sustainable tourism growth and development by fostering memorable, year-round visitor experiences and promoting social and economic benefits for our members and wider community. This will include the following roles: Communication, Marketing and Promotion, Education, and Development". For more information, visit, www.hellonorth.com.

The Association is an active organization that administers the following projects:

- Hello North Membership Services www.hellonorth.com
- Hello North Annual Travel Guide www.hellonorth.com
- Hello North Visitor Stay Another Day Program www.hellonorth.com
- Be a Tourist in Your Own Town Month! Program www.hellonorth.com
- Tourism Services for Tourism Dawson Creek www.tourismdawsoncreek.com
- Northern Dino Tour www.northerndinotour.com
- Alaska Highway Community Initiative www.alaskahighwaylegacy.com
- Community Collaboration Project, Northeastern BC Regional Round Table www.brandonu.ca/rdi

5. What is the Alaska Highway Community Initiative?

Thirteen Alaska Highway communities from BC, Yukon and Alaska signed a Memorandum of Understanding entitled the "Alaska Highway Community Initiative" following the September 2004 Alaska Highway International Forum signifying a commitment to work together on matters of mutual importance regarding future planning and development of the Alaska Highway corridor.

The Alaska Highway Community Initiative's mandate is to ensure supporting communities, First Nation groups and stakeholders have an opportunity to jointly explore and collaborate on issues relating to infrastructure for tourism development, preservation of history, culture and wilderness, corridor management, safety and maintenance, and marketing and promotion of the Alaska Highway corridor.

As the coordinating body for the Initiative, the Northern Rockies Alaska Highway Tourism Association completed Phase One in BC with an Aboriginal Tourism Framework, an Alaska Highway Scenic Byway Workshop, various Communication Material, and building partnerships in the Yukon. Phase Two is now underway with community consultations in Northeastern BC. These steps will ultimately be followed by an Inventory Assessment and Corridor Management Plan for the Alaska Highway corridor.

The Initiative is approved for two Regional Round Tables (RRTs) under the Community Collaboration Project (CCP) model in Northeastern BC and in the Yukon. The CCP model will assist with the process of community collaboration, and facilitate communication to share lessons learned and develop strong and healthy communities along the Alaska Highway corridor. For more information, visit www.alaskahighwaylegacy.com.

6. What is the Community Collaboration Project?

The Community Collaboration Project (CCP) is an innovative approach to community economic development and capacity building in rural areas. The vision of CCP is to encourage communities to explore and develop processes to increase their ability to address change and work toward becoming more sustainable. The CCP model brings community representatives together to participate in Regional Round Tables (RRTs), working with members of a Steering Committee to identify regional socio-economic challenges, find common solutions, and implement programs and projects that address regional needs. The CCP model places an emphasis on a community-up approach to decision-making. The CCP is an operational model of cross-government, collaborative horizontal management that supports regional community development. For more information, visit <http://www.brandonu.ca/rdi/ccp.html>.

7. What is the Scenic Byway Program?

The US Scenic Byway program, first established in 1991, is a prime model that demonstrates an excellence in significant roadways based on six intrinsic qualities: archaeological, cultural, historic, natural, recreational, and scenic. Examples of recognized roads in this program include Route 66 and the Alaska Marine Highway.

The program's purpose is to identify, promote and manage highways and roads through community efforts. The proven and well-established framework follows a step by step grass-roots process that includes: comprehensive community consultations, inventory assessment, visioning, consensus building, and a corridor management plan. For more information please visit, www.bywaysonline.org.

8. How does my business become part of the BIG picture?

Work with your local businesses, community and regional organizations; the fastest way to success is to share your expertise and to learn from others. By working together, we can build healthy communities and a vibrant region that will attract people to live, stay, and play in our backyard!

As the regional representative for the tourism industry in Northeastern BC, the Northern Rockies Alaska Highway Tourism Association (NRAHTA) is involved in many collaborative programs to bring together partners to develop sustainable and energetic communities. Call the NRAHTA Team for more information on current programs, 250-785-2544 or Toll Free 1-888-785-2544.

9. How can my business participate in 2010 activities?

2010 Legacies Now is dedicated to creating sustainable legacies that will benefit all British Columbians as a result of hosting the 2010 Olympic and Paralympic Winter Games. Visit www.2010legaciesnow.com for more information.

There are many opportunities to learn more, get involved, and contribute to the success of 2010 for your business, local community and province. Following are the local contacts and programs:

Local Contacts

Tammy Danshin	250-785-5969	Fort St. John, Taylor
Linda Wallace	250-774-2541	Fort Nelson
Lenore Harwood	250-783-9901	Hudson's Hope
Charlie Parslow	250-782-1783	Dawson Creek, Chetwynd, Pouce Coupe, Taylor, Tumbler Ridge

Programs

Sports & Recreation Now
Arts Now
Literacy Now
Volunteers Now
Spirit of BC Community Committee

10. What organizations focus on promoting community economic development initiatives in Northeastern BC?

Community Futures Development Corporation – Peace Liard
North East Native Aboriginal Society
North Peace Economic Development Commission
Northern Rockies Alaska Highway Tourism Association
Fort Nelson & the Northern Rockies – Economic Development & Tourism
Sci-Tech North
South Peace Economic Development Commission

11. Where can I learn more about aboriginal tourism in Northeastern BC?

The North East Native Advancing Society (NENAS) vision is to create opportunities for First Nation and Inuit people to realize their full potential while supporting the unity and cohesiveness of First Nations in Northeast British Columbia. NENAS mission is to improve the quality of life of First Nations and Inuit people in Northeast British Columbia by nurturing their health, wellness, education and economic self-sufficiency. NENAS has a mandate to work collaboratively in providing holistic resource development for First Nations and Inuit People of Northeast British Columbia. For more information please visit, www.nenas.org or call 250-785-0887.

Northern Rockies Alaska Highway Tourism Association (NRAHTA) and North East Native Advancing Society (NENAS), both independent service agencies agreed to create a partnership by entering into an MOU on September 22, 2005 based on the Alaska Highway Community Initiative (AHCi) vision. The MOU is created in the context of the Aboriginal Tourism Framework and supports the intention of the organizations to work collaboratively towards a common goal that is mutually beneficial for economic growth and local employment for the long-term benefit, development and well-being of family, business and community.

Contacts:

Pam Koehn, Employment & Business Opportunities Officer – (business plans & micro-loans)
Sennen Charleson, Aboriginal Tourism Framework Coordinator – (business implementation)

12. Where can I access research and statistics for tourism in Northeastern BC?

The "Northern Rockies Alaska Highway Visitor Research Project" is the most comprehensive current research on visitor statistics in Northeastern BC. The project was prepared by Tourism BC, facilitated by the Northern Rockies Alaska Highway Tourism Association, and supported by nine partners.

The study is available on the Hello North website, www.hellonorth.com under "Stats & Facts". Please contact the NRAHTA office for more information, 250-785-2544, or Toll-Free 1-888-785-2544.

Other Stats Organizations:

Tourism BC Research Services
Canadian Tourism Commission
BC Stats, Data Services
Statistics Canada

Phone: 1-877-877-8811 Website: www.tourismbc.com/research
Phone: 613-954-3943 Website: www.canadatourism.com
Phone: 250-387-0327 Website: www.bcstats.gov.bc.ca
Phone: 1-800-263-1136 Website: www.statcan.ca

13. Where can I find information on starting & financing my tourism business?

Tourism BC has a guide entitled “Starting a Tourism Business” which includes a section on financing. For more information on how to purchase the guide, visit www.tourismbc.com/industrydevelopment.

Community Futures Development Corporation – Peace Liard is a community-driven economic renewal initiative assisting communities in rural Canada to develop and implement innovative strategies for dealing with a changing economic environment. They offer a number of programs to assist with starting businesses including: Self-Employment Benefits Program, Business Loans & Business Plans; other services include: Workshops, Business Links, Business Plan Information, and an Information Library. For more information, visit www.communityfutures.biz.

Small Business BC has a vision to drive, motivate and inspire entrepreneurial growth and success in small businesses throughout BC. The organization is a public and private sector collaboration, is the comprehensive Business Development Resource for people exploring opportunities, launching new ventures and growing existing businesses. For more information visit www.smallbusinessbc.ca and to download a copy of the recently completed guide for Tourism Business Entrepreneurs visit <http://www.smallbusinessbc.ca/guides-list.php?catID=6>

First Business.ca is an Aboriginal business information resource that honours our first entrepreneurs and is been designed to provide comprehensive and relevant business information and resources that support the growth and development of Aboriginal entrepreneurs in BC. For more information please visit www.firstbusiness.ca.

14. Where can I find more information about Insurance for my tourism business?

The Council of Tourism Associations (COTA) of BC is an advocacy organization that represents the more than 18,000 tourism operations across the province. The Association works with all levels of government, the media and businesses to ensure that the interests of tourism operations are heard and recognized in a meaningful way.

Through the Risk Management and Insurance Program, COTA has teamed up with Adventure Insurance Agency to give BC tourism businesses access a wide range of business coverage. Adventureinsurance.ca offers a complete line of insurance solutions made for your tourism business. Subscribe by visiting www.adventureinsurance.ca or by calling 1.866.889.4763 ext. 22.

15. How can I have my accommodation facility listed in Tourism BC’s “Approved Accommodation Guide”?

With its 78-year track record, the Approved Accommodation Guide has become the standard for information on accommodation in BC for both tourism businesses and their customers. It is the only guide to Tourism BC-inspected and approved accommodations, with distribution through Visitor Info Centres, mail fulfillment to 1-800 HELLO BC and HelloBC.com inquiries, trade and consumer shows, tour operators and travel agents.

For information on how properties are registered and approved for listing in the Approved Accommodation Guide, visit www.tourismbc.com and click on Industry Programs/Tourism Product Management, or contact the Tourism Product Services Coordinator at 1-800-TBC-7899.

Useful Contacts & Websites

FEDERAL	PHONE NUMBER	WEBSITE
Canadian Tourism Commission	Phone: 604-638-8300	www.canadatourism.com
Tourism Industry Association of Canada	Phone: 613-238-3883	www.tiac-aitc.ca
Aboriginal Tourism Canada	Phone: 613-235-2067 Toll Free: 1-800-724-7872	www.aboriginaltourism.ca
Human Resources & Skills Development Canada		www.hrsdc.gc.ca
PROVINCIAL		
Tourism BC	Toll-Free: 1-877-266-2822	www.tourismbc.com
Aboriginal Tourism Association of BC	Phone: 604-980-1088 Toll-Free: 1-877-266-2822	www.atbc.bc.ca
BC Lodging & Campgrounds Association	Phone: 604-945-7676 Toll-Free: 1-888-923-4678	www.bclca.com www.camping.bc.ca www.lodging.bc.ca
Western Canada Bed & Breakfast Innkeepers Association (WCBBIA)	Phone: 250-743-2672	www.wcbbia.com
BC Restaurant & Foodservices Association	Phone: 604-669-2239 Toll-Free: 1-800-663-4482	www.bcrfa.com
BC Fishing Resorts & Outfitters Association	Phone: 250-374-6836	www.bcfroa.bc.ca
BC Wilderness Tourism Association	Phone: 604-886-8755	www.wilderness-tourism.bc.ca
BC Guest Ranch Association	Phone: 250-374-6836	www.bcquestranches.com
BC & Yukon Hotels' Association	Phone: 604-681-7164 Toll-Free: 1-800-663-3153	www.bcyha.com
BC Helicopter & Snowcat Skiing Operators Association	Phone: 250-542-9020	www.bchssoa.com
Canada West Ski Areas Association	Phone: 250-542-9020	www.cwsaa.org
Council of Tourism Associations of BC	Phone: 604-685-5956	www.cotabc.com
Guide Outfitters Association of BC	Phone: 604-278-2688	www.goabc.org
Sport Fishing Institute of BC	Phone: 604-270-3439	www.sportfishing.bc.ca
GO 2 "The resource for people in Tourism"	Phone: 604-930-9770	www.go2hr.ca
Garden Inspired Tourism	Phone: 604-574-7772	www.gardeninspiredtourism.org

CENTERS OF EXCELLENCE Vancouver Community College Capilano College Malaspina University-College	Phone: 604-443-8453 Phone: 604-986-1911 ext.3724 Phone: 250-753-3245	www.vcc.bc.ca www.bctli.ca www.mala.ca
Small Business B.C.	Phone: 1-800-667-2272	www.smallbusinessbc.ca
First Business.ca	Phone: 604-685-2330	www.firstbusiness.ca
REGIONAL		
Community Futures Development Corporation – Peace Liard	Phone: (250) 782-8748 Toll Free: 1-877-296-5888	www.communityfutures.biz
Muskwa-Kechika Management Area	Phone: 250-262-0065	www.muskwa-kechika.com
Northern BC Tourism Association	Phone: 250-561-0532 Toll Free: 1-800-663-8843	www.nbcctourism.com
Northern Rockies Alaska Highway Tourism Association (Hello North)	Phone: 250-785-2544 Toll-Free: 1-888-785-2544	www.hellonorth.com www.alaskahighwaylegacy.com www.northerndinotour.com
North East Native Advancing Society	Phone: 250-785-0887	www.nenas.org
North Peace Economic Development Commission	Phone: 250-785-5969	www.npedc.ca
Sci-Tech North	Phone: 250-785-9600	www.scitechnorth.bc.ca
North Peace Liard Regional Arts Council	Phone: 250-782-2601	
COMMUNITY		
Chetwynd Visitor Information Centre (Year Round)	Phone: 250-788-1943	www.gochetwynd.com
Dawson Creek Visitor Information Centre (Year Round)	Phone: 250-782-9595 Toll-Free: 1-866-645-3022	www.tourismdawsoncreek.com
Fort Nelson Chamber & Visitor Information Centre (Seasonal)	Phone: 250-774-5400	www.northernrockies.org
Fort St. John Visitor Information Centre (Year Round)	Phone: 250-785-3033 Toll-Free: 1-877-785-6037	www.fortstjohnchamber.com
Hudson's Hope Visitor Information Centre (Seasonal)	Phone: 250-783-9154	www.dist.hudsons-hope.bc.ca
Mackenzie Visitor Information Centre (Seasonal)	Phone: 250-997-5459 Toll-Free: 1-877-622-5360	www.mackenziechamber.bc.ca
Pouce Coupe Visitor Information Centre (Seasonal)	Phone: 250-786-5139	www.pris.bc.ca/pouce_coupe
Taylor Visitor Information Centre (Seasonal)	Phone: 250-789-9015	www.districtoftaylor.com
Tumbler Ridge Visitor Information Centre (Seasonal)	Phone: 250-242-3123	www.tumblerridge.ca

Your Voice for Tourism in Northeastern BC

Northern Rockies Alaska Highway Tourism Association dba Hello North

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Fort St. John, BC V1J 4J3

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Toll-Free: 1-888-785-2544

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www.alaskahighwaylegacy.com
www.northerndinotour.com

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