



# MILE "O" SIGNAL

## TOURISM DAWSON CREEK

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*It is the beginning of the many summer activities and community events! Tourist season has begun and the first RV's have been spotted in the local campgrounds and at the local attractions.*

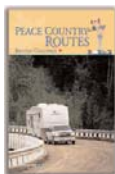
### Dawson Creek Visitor Centre

We have extended our hours to serve you and the visitors better. From May 8, 2006 through to September 2, 2006 Tourism Dawson Creek's Visitor Centre is open daily from 8am – 7pm. Stop by and enjoy the Museum, the gift shop and learn more about all the things to do and see within Dawson Creek, the Region and the Province. [www.tourismdawsoncreek.com/visitorinfo](http://www.tourismdawsoncreek.com/visitorinfo)

### Marketing

#### Dawson Creek Visitor Guide 2006

The Official 2006 Dawson Creek Visitor Guide has hit the streets of Dawson Creek. This year the Visitor Guide has been distributed to Visitor Centres across British Columbia, Alberta and the Yukon. Over thirty thousand copies have been sent so far! If you have not seen or received a copy of the visitors guide, drop by the Tourism Dawson Creek Visitor Centre to get a copy or go to our website and view it on line. [www.tourismdawsoncreek.com](http://www.tourismdawsoncreek.com)



#### Peace Country Routes Map

Over 20,000 Peace Country Routes maps have been produced and distributed across the Peace Region to help tourists and locals find their way around the region. This map is an excellent source for anyone looking for fishing holes, birding areas and campgrounds.

#### [www.stayandplay.ca](http://www.stayandplay.ca)

The Stay and Play campaign will focus on Dawson Creek's major summer events. We are working with the major event organizers advertisers to create a 60,000 direct mail campaign across the Region (from Peace River to Whitecourt and Fort Nelson to Mackenzie and everywhere in between). Tourism Dawson Creek is also creating weekly radio spots to showcase all the events, activities and happenings within the City. Tune in to 890 CJDC and Peace FM and listen for it.

#### June is Tourist in Your Own Town Month

Get out and rediscover Dawson Creek! Look for our publication in your mail box at the beginning of June for all the activities and opportunities that Dawson Creek has to offer. Take in a Carriage Tour, visit the Museum or go to McQueen's Slough. The more you know, the more you can do when your friends and family visit!

#### Discount Coupon Marketing Plans

Tourism Dawson Creek has partnered with local merchants to offer discount coupons in order to increase awareness of our unique businesses and to encourage visitors to frequent a business that they might normally pass by. These coupons are included in the Self-Guided Historic Walking Tour brochure and in a stand-alone coupon booklet which is available at local hotels, campgrounds, the Visitor Center, Art Gallery and Pioneer Village.

#### Self-Guided Historic Walking and Mural Tour

The downtown historic self-guided walking tour is in its 4th year. This year a major revision on the walking tour has been expanded to include some new features. The first addition is the murals of Memory Lane. Memory Lane is the alley between the Chamber of Commerce building and the Alaska Hotel. Businesses from times gone by and a 1940's scene of the main street of Dawson Creek are the themes of this unique project. To take part in this great activity, free brochures are available at the Visitor Centre, Art Gallery or other locations in the downtown.



## Development

### **Community Tourism Essentials May 10, 2006**

The Review of the Community Tourism Essentials and Introduction of the America Scenic Byways Workshops was held in early May. The much anticipated workbook was reviewed with over 50 stakeholders and interested parties. The workbook identified the Strengths and Weaknesses of Dawson Creek. From the Weaknesses, five categories were identified that needed improvement: Attractions, Services, Hospitality, Infrastructure, and Promotion, with 26 specific actions that needs to be addressed. Within those five categories workshop attendees created a "Top Ten" priority list. Here the major issues preventing the growth of tourism for our community were identified and target. The Top Ten Priority list are:

We are very grateful to the meeting facilitator, Ad Van Haaften, Guest speaker Don Foxgord from Tourism British Columbia and the Northern Rockies Alaska Highway Tourism Association for bringing their experience and knowledge of tourism development to Dawson Creek. These workshop findings will help Tourism Dawson Creek prepare for the presentation of a tourism development plan to City Council at the end of May.

Ranking	Action Item	Details
1	A4	To improve the downtown visual appeal
2	A5	To avoid the Alaska Highway becoming "just another road"
3	P2	To generate event awareness within the community
4	H1	To educate frontline staff on local products and events
4	I1	To improve/create appropriate historical signs and plaques
5	S1	To increase the number of public washrooms (especially downtown)
5	A1	To improve the visual appeal of the Mile 0 Post and Cairn
5	A2	To Improve signage
6	A3	To stimulate the upgrading of attractions
6	S3	To increase air flights frequencies to/from major centres
6	I4	To improve welcome to Dawson Creek signage
7	S5	To improve standards of taxi service
7	H3	To educate the business community on the value of tourism
7	H4	To improve the cleanliness of facilities
8	I5	To stimulate the creation of additional quality campgrounds
9	A6	To develop a plan for and implement the Alaska Highway House
10	P3	To better communicate promotional opportunities

### **Scenic Byways Program**

During the May 10th meeting, the Northern Rockies Alaska Highway Tourism Association (NRAHTA) offered a review of the campaign to designate the Alaska Highway as a Scenic Byway. As discussed in the meeting, the Scenic Byways designation requires the coordination of the communities along the Alaska Highway, as well as support from all community members. NRAHTA presented the Dawson Creek, the Alaska Highway, Your Scenic Byway Community Workbook. This booklet describes the scenic byway program and its relation to Dawson Creek. Additional copies are available at Tourism Dawson Creek.

### **McCoy Brothers' Carriage Tour**

Looking forward to a third summer, Tourism Dawson Creek, in conjunction with Glen McCoy will be offering guided horse-drawn trolley tours of Dawson Creek. This horse drawn trolley tour provides a great opportunity to learn the history and stories of Dawson Creek while taking a leisurely ride through town. Tours begin June 1 through to August 11, 2006 Tuesdays to, and including Saturdays with four tours a day. Tour times are 11 am, 12:30 pm, 2:30 pm and 4 pm. To book a tour, for more information, ticket prices or reservations please contact 219-4714.

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

### **Wireless DC**

The Peace Region Internet Society (PRIS) and Tourism Dawson Creek have partnered to create wireless hotspots in the downtown core. This initiative is to make the visitors experience in Dawson Creek that much more enjoyable and accessible to the global environment in which we live. The increase of visitors that use technology as part of their trip is phenomenal whether it is staying in touch with friends and family, checking weather and road information or blogging their trip experience we want to help. This is a pilot project for the summer 2006 and we will be looking to increase the number of hotspots in the City next visitor season.

### **Major Events June – August 2006**

**For more information about our community events visit us on the web!** [www.tourismdawsoncreek.com/events/calendar.php](http://www.tourismdawsoncreek.com/events/calendar.php)

June 3	Dandelion Daze Festival	July 1	Canada Day Celebrations in Pouce Coupe
June 4	Spring Ice Breaker Car show	July 7-9	Mile 0 Cruisers Summer Cruise
June 7, 14, 21, 18	Dramatic Reading: Explosion in Dawson Creek	July 26	Dawson Creek Air Show
June 24	National Aboriginal Day (Pioneer Village Picnic)	July 28-30	Peace Country Blue Grass Festival
June 17-19	BC Family Fishing Day	July 30	Garden Tour & Tea
June 30-July	2 Annual Thunder Run	August 9-13	Dawson Creek Fall Fair & Exhibition & Pro Rodeo

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