



# MILE "O" SIGNAL

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## Hello North Tourism Rendezvous



The Northern Rockies Alaska Highway Tourism Association (NRAHTA) is holding their Annual General Meeting and Tourism Rendezvous in Dawson Creek this September 20- 22, 2006. This year's conference theme is "Back to Our Routes" where NRAHTA and Tourism Dawson Creek will review our Tourism Initiatives, discuss the "Big Picture", participate in a Scenic Byways field trip and end with our Gala Dinner.

Ad Van Haaften, NRAHTA's facilitator will review and summarize the regional outcomes and review the regional approach to the Community Tourism Essentials Workshops that were held in each of the nine communities in NE BC. For more information and to register please contact (250) 785 2544 or see the registration form enclosed.

## Is Your Business Having Labour Pains?

You are probably aware that there is a shortage of skilled workers in Dawson Creek. Attend a session that will provide information to employers on provincial and federal programs and services that support foreign worker recruitment. The sessions will also provide important information to employers, community groups and individuals on the federal and provincial services and programs that will assist them in welcoming immigrants and providing the support that will encourage immigrants to stay and become contributing members of the community. This will also be an opportunity to ask questions on specific issues and to establish contacts that may lead to the development of community action networks.

An information session will be held in Dawson Creek:

- September 12, 2006
- 6:00 PM - 8:30 PM
- Kiwanis Performing Arts Centre
- To register and for more information contact: Elaine Peterson at 784-3655

## Want to Get More Business?

Attend a Tourism Product Packaging and Distribution Workshop, Panel Discussion and Networking Lunch. Mark your calendars! Dawson Creek will be host to Tourism British Columbia's Product Packaging and Distribution workshop on Wednesday September 20th, 2006 from 11 AM to 4:30 PM. This workshop is being brought to you by NRAHTA, in conjunction with the Northern Dino Tour and will benefit all operators.

The 3-hour workshop has been designed to teach participants the basics of packaging including how to develop products and packages, how to package with other suppliers and how to effectively price for different sales channels. The workshop will also address the basic elements of marketing and sales including:

- determining market demand
- working with tour operators
- working with municipal, regional, provincial and federal tourism offices
- exhibiting at trade shows and other relevant sales activities
- Practice developing, and distributing a package

We are encouraging all operators who are, or who want to deal with bus tours, caravans or large groups to participate in this opportunity. See attached course registration form.



## **You Too Can See the Future: Calendar of Events 2007 - 2010**

Tourism Dawson Creek is developing a Major Events Calendar for 2007 – 2010 with the aim to increase attendance at our events. The first step in increasing attendance is ensuring events pick and stay with the dates they have identified. Once the events on the events calendar are confirmed, we will distribute it to the entire community.

Our goal is to ensure that the whole community is aware of the dates of the major events in and around Dawson Creek. Thus, event organizers who have not yet decided a date will be aware and will not compete with major events. As a result, more people will end up going to all of the events. By having this major events calendar, Dawson Creek can maximize our events promotions to our tourists, caravan and bus tours which plan their trips well in advance. This information will also encourage them to stay another day in our city.

## **Hosting an Event? We Can Help!**

Tourism Dawson Creek has developed a new service for Events, Meetings, Tournaments, Conventions, Conferences and Special Occasions. This was created in response to the growing interest in Dawson Creek as a host city and to provide event organizers assistance in planning a successful event.

If you would like a detailed account of all related services please visit our website at [www.tourismdawsoncreek.com/conference/](http://www.tourismdawsoncreek.com/conference/) or contact us at Tourism Dawson Creek 782-4714. We are pleased to assist you in facilitating your event in our City and we look forward to working with you in the near future.



## **Wireless DC**

The Peace Region Internet Society (PRIS) and Tourism Dawson Creek have partnered to create a wireless hotspot in the downtown core. This initiative is to make the visitor experience in Dawson Creek easily accessible to the global environment in which we live. This pilot project was initiated over this summer and has seen positive feedback. We look forward to enhancing this service around key visitor locations for the 2007 visitor season.

## **McCoy Brothers Carriage Tour**

For the third year of operation, the McCoy Brothers Horse-Drawn Carriage Tour was seen on the streets of Dawson Creek. Tours were well received by visitors and locals.

Out of approximately 500 comment cards collected after each tour, 60% of the riders were visitors and 40% were residents. We have heard numerous positive responses about the tour. Most riders commented that their experience was very enjoyable and informative.

The Carriage Tour is proving itself to be a worthwhile attraction that is encouraging visitors to stay in Dawson Creek longer and that residents are being tourists in their own town.

## **Dawson Creek Merchant Coupon Booklet**

The Mile 0 Merchant Coupon Book was well received by both residents and visitors. 10,000 copies were printed, and to date, 8,500 have been distributed. This is the first year for this project and look forward to expanding next year. The intent was to drive new business into participating businesses to raise the awareness of Dawson Creek's unique shopping.

Tourism Dawson Creek would like to thank the following merchants for their support and interest: Dawson Creek Art Gallery, Bill's News & Confectionary, Dawson CO-OP, Dawson Creek Diner & Deli, The Dollar Store, Fireside Steakhouse & Lounge, George Dawson Inn Restaurant, Lothar Triebel Jewellers, Simple Pleasures, Software Emporium, Tara's Gourmet Café, Northern Toy Box, Under the Willow, and the Visitor Centre.

## **RV Caravans and Bus Tours**

RV Caravans rendezvous in Dawson Creek before they begin their Alaska Highway vacation. This summer, on each company's arrival, Tourism Dawson Creek staff met 38 caravans and bus tours and personally greeted a total of 1559 people.

These visitors were welcomed by the presentation of a Mile 0 Post pin, a welcome bag, merchant coupons and an informative and entertaining Power Point presentation that included a Q/A period. This personal touch gives these visitors an awareness of what to see and do here and encourages them to explore our city and region before they head up the highway.

## **Planning a Wedding or Know Someone Getting Married?**

Tourism Dawson Creek's Visitor Centre can assist you with your wedding plans. We have a brochure filled with information from churches to beauty experts, to caterers, etc. that are available in and around Dawson Creek.

Prior to your special day, forward your out-of-town RSVP list and we will send your guests a special information package that will include:

- A personalized letter
- A personalized map to locate your events
- A Dawson Creek Visitor Guide (including accommodations)
- Information on Dawson Creek activities and events around the time of your special day

Let us help you make your wedding a memorable one and make your guests feel welcome and appreciated before they arrive. Go to [www.tourismdawsoncreek.com](http://www.tourismdawsoncreek.com) and click on Hosting Events? On the right side of the website and follow the steps.

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