



MILE "0" SIGNAL

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WOW! Time really flies! It has been a while since our last correspondence to you, our tourism stakeholders. Tourism Dawson Creek would like to give you an update of our varied and many activities aimed at developing and increasing tourism in Dawson Creek.

Alaska Highway House: Dawson Creek's newest attraction begins!

A must-see for all residents! Located in downtown Dawson Creek on the SW corner of the Mile 0 Post intersection, Alaska Highway House officially got underway in January, 2007. Weeks of demolition and renovations were completed and pre-fab exhibits and state of the art audio-visual equipment arrived with installation completed by June. Realizing 5 years of work, Alaska Highway House was opened to the public (July 4, 2007) with a memorable celebration in the city centre. With 10th Street blocked off, dignitaries, media, invited guests and the public were treated to presentations, red, white and blue decorations, 1940's music, a WWII vehicle display and a street barbecue. All of this culminated with a ribbon cutting and the première viewing of Alaska Highway House. We encourage everyone to drop in, see Alaska Highway House and be amazed! Hours (winter) are Monday to Friday: 9am – 5pm.



Marketing

Consumer Shows

In conjunction with Northern Rockies Alaska Highway Tourism Association (NRAHTA), Tourism Dawson Creek (TDC) attended three consumer shows: the Rock, Gem and RV Show in Quartzite, Arizona (a ten day trade show that attracts up to 200,000 RV'ers from all of North America), the Edmonton Motorcycle Show and the Fraser Valley Sports and Outdoor Show.

TDC also attended the American Bus Association (ABA) Marketplace in Grapevine, Texas as liaison to the Travel Trade (bus and caravan tours). This opportunity affords a face-to-face contact in private appointments with tour companies from Canada, U.S.A, Mexico and Overseas. Tours that already travel here are encouraged to stay longer by being made aware of what there is to see & do in Dawson Creek and potential tours are approached to make Dawson Creek a future destination.

Weddings and Reunions

For the 2nd year, TDC staff attended the local Bridal Show held annually at the George Dawson Inn. Information to wedding planners and brides-to-be on our *Lasting Memories Program* was available at the booth. Print material on wedding related services and pre-event assistance was received with a great deal of interest. If you would like to know how Tourism Dawson Creek can help you with your special day, contact Deb Chaffee @ 782 9595 or visit: http://www.tourismdawsoncreek.com/conference_request/wedding-reunion.php

Film Crew Here for Marketing Initiatives

Tourism Dawson Creek partnered with Northern BC Tourism Association to host a film crew that was guided by TDC staff through Dawson Creek's attractions, the city and natural highlights. Still photos, B-roll video and live narrated video was taken for future promotional programming. In-kind support for this venture was by *Chances Gaming Centre* and the *Best Western Hotel*; for which we thank them.

Familiarization Tours

September 8 & 9, 2007: TDC hosted 2 FAM (familiarization) Tours consisting of marketing and product management teams from Tourism British Columbia and the Northern BC Tourism Association. The groups were guided through Dawson Creek's attractions, the city and the countryside raising their knowledge of our City. We thank *Chances Gaming Centre* and *Super 8 Motel* for their in-kind support.

Le's Family Restaurant receives Exceptional Service Award

Annually, TDC sponsors the Dawson Creek Chamber of Commerce - *Exceptional Service Award*. Nominees are accepted from public recommendations and a panel decides the ultimate winner. Our hearty congratulations go to *Le's Family Restaurant* as the recipient for the 2006 Service Award. For more information visit: <http://www.tourismdawsoncreek.com/awards.php>



Dawson Creek Merchant Coupons

For the 3rd year, TDC facilitated the printing and distribution of the Mile 0 Merchant Coupon book. 10,000 copies of the booklet were produced, of which to date 8,500 have been distributed. The remainder will be circulated through hotels, motels and convention/sports/reunion/events welcome bags. The goal is to drive new customers in your door that might otherwise pass by, and get visitors to stay longer and to shop in our City. This also advertises the business as a customer-friendly property. Many thanks to the 2007 supporting businesses:

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|------------------------------|-----------------------------|----------------------|
| George Dawson Inn Restaurant | Software Emporium | D. C. Visitor Centre |
| Under the Willow | Mr. Mikes Steakhouse & Bar | Wildcat Video |
| Dawson Creek Art Gallery | Chances Gaming Centre | Safeway Gas Bar |
| Fireside Steakhouse & Lounge | Bill's News & Confectionary | |

If you would like to participate in 2008 Coupon Book, contact: 782-4714.

Downtown Historic Walking Tour

The Historic Downtown Self-Guided Walking Tour Brochure was updated in response to another downtown mural being completed. The lane between the Alaska Hotel and Chamber of Commerce building (10th Street) is now a very attractive alley called: *Memory Lane*. Good job, Dawson Creek Art Gallery staff!

Pioneer Village – Visitor Centre and Walking Tour Brochure

In an effort to capture more tourists traveling from the Prince George area along Highway 97 and the Alaska Highway, TDC opened a satellite Visitor Centre at Walter Wright Pioneer Village. Deb Chaffee and her staff painted, cleaned, organized and stocked the facility with souvenir items and travel info literature. The Centre opened on the long weekend in May and closed for the season on September 1, the new centre was a great success!

Also new at Pioneer Village is a self-guided walking tour brochure. Produced by TDC staff with great assistance from Anne Haycock, Roots Group and Gerry Clare, South Peace Historical Society, the complimentary booklet will enhance your visit to the Village. It includes archival photos, a route map and the exciting history of the Village, the buildings and the people who built them.



Wireless Dawson Creek

Another first for Dawson Creek! *DC Wireless (Step Out & Log On)*. TDC and the Peace Region Internet Society launched a free wireless network in the downtown core and at Pioneer Village. This venture allows laptop and PDA users free internet access for 2 hours in our hot spots. Proving to be a very popular program it is another way to set Dawson Creek aside as a unique and memorable destination.

Tourist in Your Own Town Month

This past June we encouraged city and area residents to explore their local attractions, natural wonders and attend home events to gain a better understanding and awareness. For 2007, Mounties at Mile 0 Photo Op, Multi-plex, museum and downtown mural tours were just a few of the events offered.

RV Research

TDC partnered with several stakeholders to conduct an in depth *RV Travelers Study*, a follow-up to 2003 research. As RVs are the largest part of our visitation, the aim of this research was to develop insights into the RV market to better service and increase this rubber tire travel. Qualitative and quantitative information was gathered from travelers including: motivations, expectations, perceptions and information search and decision-making behaviors. A copy of the results of this study can be obtained at Tourism Dawson Creek: phone 782-4714.

Up and Coming...

Dawson Creek Attractions Master Plan

We are anticipating the release of the *Dawson Creek Attractions Master Plan*. After gathering opinions and info through several workshops, the Master Plan is being developed to provide a general direction and specific guidance for enhancing the attractions of Dawson Creek and its region; analyze our existing attractions; recommend actions to improve these facilities; and address needs for new facilities. The final goal is to develop a unified vision and to identify priorities for development of our Dawson Creek attractions. We will announce when this document can be attained by the public.

50th Anniversary – City of Dawson Creek

2008 marks the 50th anniversary of the City! Celebrations and activities are in the planning and will be ready for announcement and distribution in the near future: stay tuned for more information.

Mark Your Calendar!

For more information on the following events or if you want to see what else is happening visit:

<http://www.tourismdawsoncreek.com/events/calendar.php>

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| BC Honey Producers Provincial Convention | October 25 – 27, 2007 |
| South Peace Oilman's Christmas Tree Light-up | November 23, 2007 |
| Alberta Beef Congress | January 11 – 12, 2008 |
| 2008 NBC Winter Games | February 7 – 10, 2008 |
| Gun and Sportsman Show | April 5 – 6, 2008 |
| Kiwanis Trade Show | April 24 – 27, 2008 |
| Annual Art Auction | May 2, 2008 |
| Mile 0 Summer Cruise | July 11 – 13, 2008 |
| Dawson Creek Fall Fair, Exhibition & Pro Rodeo | August 6 – 10, 2008 |