

December 2008



MILE "O" SIGNAL

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Welcome Aboard!

Katie Donahoe has joined the Tourism Dawson Creek staff in the role of Visitor Service Coordinator. A former resident of Prince Edward Island, Katie has a diverse background in the service industry and a Bachelor of Business in Tourism & Hospitality Management Degree from the University of Prince Edward Island.

City of Dawson Creek and Village of Pouce Coupe Partner in Community Tourism Foundations Program

Follow up is underway from the November 6, 2008 meeting involving Dawson Creek and Pouce Coupe and Tourism British Columbia, where the launch of a tourism strategic planning process was discussed. This is the first phase of Dawson Creek and Pouce Coupe's participation in Tourism British Columbia's Community Tourism Foundations® program.

Tourism BC will work with a team of community leaders and tourism stakeholders from Dawson Creek Pouce Coupe, and Northern BC Tourism Association on a strategic tourism plan that will provide direction for continued destination enhancement. A variety of stakeholders from the business and tourism sectors participated in the November meeting along with representatives from community organizations and local government.

The Community Tourism Foundations® program offers a range of tools, proven resources, and the services of professional facilitators to assist communities in developing a comprehensive multi-year tourism plan. The program accommodates the needs of communities at different stages of tourism development through a step-by-step approach that encompasses destination development and market development. Since its launch in 2005, the Community Tourism Foundations® program has provided tourism planning assistance to over 60 communities across BC.

Visitor Guide

In cooperation with the Dawson Creek District of Chamber of Commerce and the City of Dawson Creek, Tourism Dawson Creek will publish 50,000 copies of the 2009 Visitor Guide coined, "Your Trip of a Lifetime Begins At MILE 'O' Alaska Highway. This year the Visitor Guide has increased from 24 pages to 32 pages to accommodate the increase in tourism product, events, and provide a higher profile to Dawson Creek. Thank you to all the organizations that have advertised in this publication.



Dawson Creek 'the EVENT CENTRE of the PEACE'

This past year has been an exciting one in Dawson Creek. The City commemorated its 50th Anniversary through a number of events (79 in total), legacy projects, and a year full of community celebration. There was great attendance at annual events such as the Mile '0' Cruise, Dawson Creek Air Show, and the Fall Fair, Exhibition and Pro Rodeo.

This year the EnCana Event Centre opened its doors and has already provided our community and region with great entertainment with such attractions as Monster Trucks, Randy Travis, Face Off Fever Randy Bauchman and Burton Cummings, NWA Wrestling, Finger 11, Jan Arden, Robert Munch, and the Beach Boys. The event schedule was jam packed in 2008, and with great anticipation of future events in 2009, Dawson Creek has definitely become the 'EVENT CENTRE of the PEACE.'



Visitor Centre News

The Dawson Creek Visitor Centre presented many events over the summer months. June was "Tourist in Your Own Town Month" and was busier than ever with the variety of 50th Anniversary events and reunions. The July 4th BBQ to commemorate American Independence Day" was once again greatly appreciated by our American visitors, and a "Children's Festival was a new addition in 2008.

This year we were fortunate to have had three visitor centre counsellors that spoke fluent French. This was a great benefit as we saw an increase in visitors this summer from the province of Quebec, and Eastern Canada.



Tell us about your Experience

Tourism Dawson Creek is inviting all travel enthusiasts and locals to blog about their Dawson Creek experience! If you have had an incredible memory that you would like to share with people around the world about all the things that make Dawson Creek a great place to live and visit.

Tourism BC has set up the "Share the Excitement" blog as part of the strategy to implement user generated content on the Hello BC website. People are able to upload either written or video blogs about cool, interesting, or unique tourism experiences in Dawson Creek area.

This is a great way to increase our community content on HelloBC.com. These blogs will also be linked to your community website through the "Share the Excitement" widget. How do you do it? It's really easy. Visit www.tourismdawsoncreek.com and click on the "Share the Excitement" icon.

Merchants Coupon

For the fourth year Tourism Dawson Creek facilitated the printing and distribution of the Mile "0" Merchant Coupon Booklet. 10,000 copies of the booklet were produced. The goal is to drive new customers in your door that might otherwise pass by, and to get visitors to stay longer and shop in our city. This also advertises the business as a customer friendly property.

Many thanks to the 2008 supporting businesses: George Dawson Inn Restaurant, Bills News, Chances Gaming Centre, The Old Rockwell's Pub, Mr. Mikes, Tony Roma's, Whitespot, Safeway Gas Bar, Divine Salon & Day Spa, Software Emporium, Dawson Creek Art Gallery, Under the Willow, Dawson Creek Visitor Centre.

If you would like to participate in the 2009 Coupon Book contact: 250-782-4714

Upcoming Events

Old Fashioned Christmas - December 15 -16
Spirit of BC Week - February 6 -13
Extreme Ice Racing - March 13
Dawson Creek Gun & Sportsman Show - April 4 - 5

Nitty Gritty Dirt Band - April 7
PBR Spring Bull Riding Break-Up Party - April 17
Harlem Globetrotters - April 21
Kiwanis Trade Show - April 24 - 26