



# ON THE HORIZON.....

at the Northern BC Tourism Association

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## *NBCTA Set to Launch New Website*

The Northern British Columbia Tourism Association is gearing up for the launch of their new state-of-the-art website. We are now putting the final touches on the website including the input of all the 300 word member descriptions. Surveys have been mailed out, and those 300 word descriptions will be derived from the surveys. Please return the completed surveys to Billie or Tetcha as soon as possible to ensure you get your description included on your feature page for the launch of the website.

If you have any questions or require additional information, please contact the Northern British Columbia Tourism Office at (250) 561-0432.

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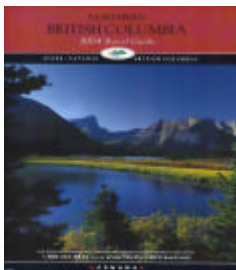
## *Consumer Shows 2004 - 2005*

Based on the evaluations of the 2003 – 2004 Consumer shows and feedback from our members, The Northern British Columbia Tourism Association has selected various consumer shows for the 2004 – 2005 marketing year.

Registration forms have been emailed to all marketing partners. If you are planning to attend any of the eligible consumer shows, please register immediately as space is limited and deadlines are upon us!

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## *Travel Guide Wrap up*



Sales for the 2005 Northern British Columbia Travel Guide have wrapped up. Advertising materials are to be sent to Concept Design ( Denis and Muntener ) no later than October 15 as they are set to begin production.

This years guide will feature an enhanced membership listing comprised of a 25 -30 word description for each member. Please ensure that you have submitted your description to take advantage of this cost effective opportunity. Descriptions can be forwarded to Billie-Joy at [Billie@nbctourism.com](mailto:Billie@nbctourism.com)

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## *Yellowhead It!*

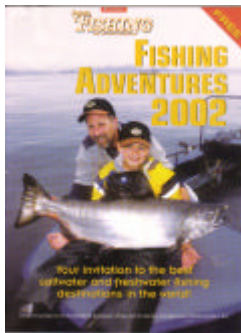


The Northern British Columbia Tourism Association is pleased to announce that we will be partnering Yellowhead It! Travel Guide. This is a trusted and informative resource for travellers along the Yellowhead Highway Corridor as well as those planning a future road trip. Don't miss this excellent opportunity to reach this very specific audience.

If you have any questions or require additional information please contact Kevin D. Kisilevich Toll Free: 1.877.632.8755, Cell: (780) 632.0056, email: [sales@yellowheadit.com](mailto:sales@yellowheadit.com)

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## *Fishing Adventures Guide*



The Northern British Columbia Tourism Association is pleased to announce that we will be partnering Fishing Adventures again this year. Get value for the dollar, with targeted distribution at key Sportsmen's Shows, Outdoor and Business Magazines, Retail and Airports with Fishing Adventures Magazine.

Sales have begun, if you are interested in advertising in Fishing Adventures please contact Dave Owen at 604-678-2584.

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