

ON THE HORIZON.....

at the Northern BC Tourism Association

Fraser Valley Boat & Sportsmen Show:

If you are interested in attending the Fraser Valley Fishing Show, there are still 3 booths available in the partner program. The cost of the booth is \$640.66. Please call Dawn-lisa Sethen before Tuesday January 15, 2002.

Upcoming Consumer Shows:

The Northern BC Tourism Association attends various consumer shows throughout the year to promote Northern BC, we encourage members to send their brochures to the various shows and we will distribute them for you. However, because of the shipping cost, the brochures have to be sent directly to the show or our hotel. The mailing instructions for the upcoming shows:

Quartzsite RV Show – January 19–27th

Northern BC Tourism Association
C/O The Quartzsite Show,
Booth # 255 700 S. Central
Quartzsite, Arizona 85346.
Do not ship by mail

New York Adventure Show–Feb. 15–17th

(Deliver no earlier: February 13, 2002)
The New Yorker Hotel/Ramada Plaza
Guest: Dawn-lisa Sethen arriving Feb. 13th
481 Eighth Avenue New York, NY 10001
Telephone: (212) 971-0101

Toronto Adventure Show – Feb. 22-24

(Deliver no earlier: Feb. 21)
Northern BC Tourism Association
Booth Number 746
International Centre
6900 Airport Road
Mississauga, Ontario L4V 1E8
Telephone: (416) 674-8425

Fraser Valley Fishing Show–Mar. 1-3

(Deliver no earlier: Feb. 28)
Northern BC Tourism Association
Booth Number 144
Tradex Centre 1190 Cornell Street
Abbotsford, BC V2T 6H5
Telephone: (604) 850-6713

Calgary International Adventure Travel Show–April 5–7, 2002 (Deliver no earlier: April 4, 2002)

Northern BC Tourism Association - Booth Number 604
Stampede Park – Roundup Centre , 1410 Olympic Way SE Calgary, Alberta T2G 2W1 Telephone: (403) 261-0210

Northern British Columbia Tourism Membership Directory

We have not received everyone's new 35-word description for the Membership Directory. If you have not sent yours in please do so before January 18, 2002 to ensure it is included in the directory.

Don't miss out on the opportunity to network with other members by offering a member to member discount! Presently, members are offering discounted rates on rooms or tour packages. A completed list will be posted in the Membership Directory.

National Tour Association Tradeshow and Canada's West Marketplace

Recently we attended the above trade shows on behalf of Northern British Columbia. Overall, the appointments were positive and we feel that there are opportunities for our members with the tour operators we met. The leads for both shows are now available, please call the office to request a copy (250) 561-0432.

**If you have any questions or comments, please call Dawn-lisa Sethen
(250) 562-7506 or email dawn@nbctourism.com**