

ON THE HORIZON.....

at the Northern BC Tourism Association

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:

LA Times Travel Show

January 30 – February 3, 2003

Holiday Inn – Long Beach
1133 Atlantic Avenue
Long Beach, California
USA 90813

Hold for Guest Dawn-lisa Sethen arriving

January 27/03

Telephone: (562) 590-8858

Vancouver Outdoor Adventure Show

February 14 - 16, 2003

Northern BC Tourism Association
C/O Vancouver Adventure Show
Maureen Henderson
Booth # 108

777 Pacific Blvd.

Vancouver, BC V6B 4Y8

(Deliver No Earlier: Feb. 13)

Chicago Adventure Show

February 21 –23, 2003

Holiday Inn – Chicago City Centre
300 East Ohio Street
Chicago, IL 60611
Phone #: (312) 787-6100

Hold for Guest: Dawn-lisa Sethen

Arriving Feb. 18th

Fraser Valley Fishing Show–Mar. 1-3

(Deliver no earlier: March 6, 2003)

Northern BC Tourism Association
Booth Number 142
Tradex Centre
1190 Cornell Street
Abbotsford, BC V2T 6H5
Telephone: (604) 850-6713

Calgary International Adventure Travel Show–March 28 - 30, 2003

(Deliver no earlier: March 27, 2002)

Northern BC Tourism Association - Booth Number 1008
Stampede Park – Roundup Centre
1410 Olympic Way SE
Calgary, Alberta T2G 2W1
Telephone: (403) 261-0210

Upcoming Marketing Initiatives:

Alberta Fishing Regulations

Get your message in front of the entire Alberta Hunting and Sportfishing Market. Every person, resident or non-resident, who hunts or fishes in Alberta in 2003, will have a copy of the Regulations in their possession for the year. The repetitive value is excellent when comparing this to the cost of advertising in a daily publication with a one-day shelf life.

For more information or advertising rates, please call Paul Milberry at (780) 413-0331.

City Scene Magazine

Premiered in the Greater Vancouver SUPERPAGES directories in 1994 as a reference guide for visitors and residents. Showcase your business to residents and visitors in 1.4 printed copies of the 2003 Lower Mainland City Scene Magazine. The magazine offers you a great opportunity to reach your target market – whether it's local residents, or the many visitors to the Lower Mainland.

There is one advertising spot remaining – don't delay!

Call Pat Heathfield at 1-800-268-6680 ext. 4878 for more information and advertising rates.

Westjet's In-flight Magazine

Because of the tremendous success last year, Northern BC Tourism will be partnering Westjet In-flight Magazine again this year! The Westjet Magazine is circulated on up to 2300 Westjet flights per week, reaching a potential audience of approximately 650,000 passengers per month. Westjet travellers are an attractive market to capture. Whether travelling for business or pleasure, they are your present or potential customers and clients.

For a Northern BC preferred rate card or more information please contact:

Bobbi Joan O'Neill,

Advertising Manager for Zulu Publications,

Phone: (403) 215-0030 or Email: bobbijoan@airlinesmagazine.com

RVwest Magazine

RV west has quickly become one of the most exciting new RV publications in western Canada. Last year saw the expansion of RV West!! RV West is western Canada's only high quality, full color – full gloss recreational vehicle publication. It joins the family of out-west publications including SnoRiders West, Ski West, Golf West, and Riders West. The total distribution is 30,000.00, a detailed list of locations is available on request.

For more information or to request a Northern BC Tourism preferred rate card please contact:

Louise Gemmell

Advertising Consultant

RV West

Phone: (250) 426-7253 Or Email: louise@kpimedia.com

SkiCanada's Outdoor Guide

Outdoor Guide is mailed to Ski Canada magazine subscribers and distributed through sporting goods stores, at sports events and promotions and on Air Canada Flights and the Maple Leaf Lounge. The Outdoor Guide reaches more adventure sport-active Canadians than any other special interest magazine. Outdoor Guide readers are two or three times more likely to participate in sport activity than the population average.

For more information or to request a Northern BC Tourism preferred rate card please contact:

David Harkley

Western Sales & Promotions Manager

Integra Communications

Phone: (604) 932-3444 or Email: integcom@telus.net

2003/04 Marketing & Opportunities Guide

The Northern British Columbia Tourism Association is pleased to announce that our marketing strategies and initiatives for the 2003-04 fiscal year (April 2003-March 2004) have been approved by your Board and Tourism British Columbia, our primary financial partner. The total regional aggregate marketing budget for the upcoming marketing cycle is slightly over **\$625,000**.

Details regarding the rules and eligibility for participation in our programs, and a detailed description of the nature and schedule of each marketing activity can be found in our **MARKETING & OPPORTUNITIES GUIDE**, which is currently available on the member information section of the official Northern BC web site:

www.northernbctravel.com/marketing

Canada's West Marketplace

December 5 – 6, 2002, Northern BC Tourism attended Canada's West Marketplace 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 the show is now available, please call the office to request a copy (250) 561-0432

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