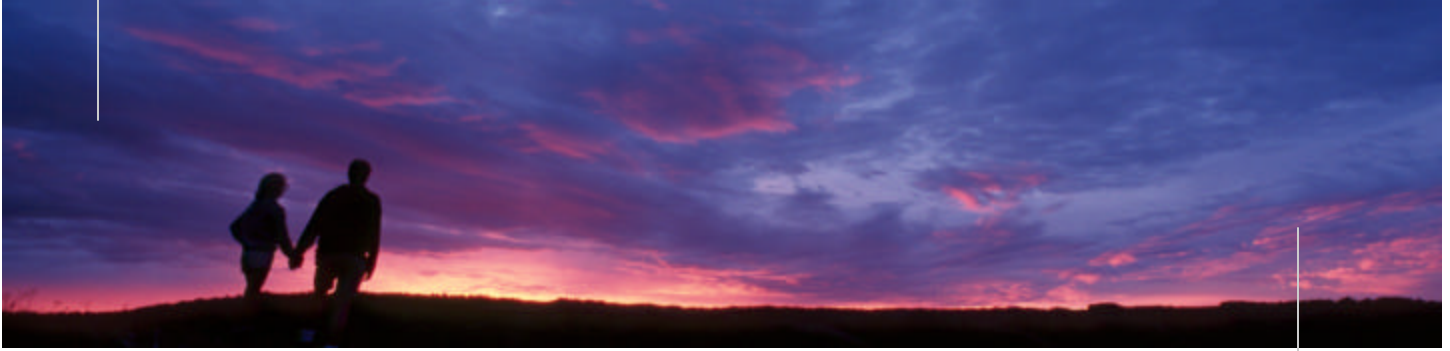

On the Horizon...



...At The NBCTA

NBCTA Luxury Lodges Guide



It's official! The Northern British Columbia Tourism Association has begun sales on Northern BC's first ever Luxury Lodges Guide. The guide will showcase northern BC's high end lodging properties and the products that they have to offer. Ad space will be sold as either a double page spread or a full page and will be in advertorial format. This is a great way to advertise your property and reach your targeted demographic. For more information contact Clint Fraser, Director of Marketing at 250-561-0432 ext 202 for more information.

British Columbia Magazine



For more than 40 years British Columbia Magazine has entertained and enlightened its worldwide audience of readers with inspiring profiles of BC's beautiful places, intriguing journeys, and remarkable people. Create a buzz about your company by advertising in this very popular publication! For more information on the magazine and advertising contact Jim Griffin at 250-477-4429 or email him at jim.victoria@shaw.ca.

Pacific Golf

Pacific and Alberta Golf is the West Coast's leading golf magazine, serving the diverse interests and needs of golf enthusiasts throughout the West. It features a wide variety of stories focused on all aspects of the game of golf and is the official publication of both the BC PGA and the BCGA. This magazine reaches more than 20,000 golfers on-site in the Pro shops of BC and Alberta's leading golf courses. Golf season is rapidly approaching so make sure and get your course or organization featured in this leading golf publication. For more information contact Rick McMorran at Canada Wide Magazines at 604-299-7311 or email him at rmmorran@canadawide.com.

Travel Trade

The Northern BC Tourism Association has returned from yet another successful year at Spotlight Canada in London and continues to be greeted with enthusiasm and excitement. Sales leads have been generated and are currently being put together for disbursement. The NBCTA is now gearing up for the final shows of the season; Media Marketplace in April and Rendez-vous Canada in May. For a complete list of sales leads please call the NBCTA at 250-561-0432.



Media

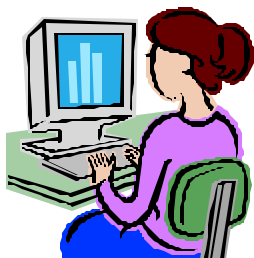
There is significant media interest in the Alaska Highway and Peace Region for the spring of 2005. We are going to work cooperatively with NRAHTA, Tourism Dawson Creek and local tourism operators to build the best possible itineraries. Here is a brief outline of who is going to visit and what they plan to write about. Please contact John at (250) 561-0432 if you are interested in providing media support.

David Vedder will be “Fishing along the Alaska Highway” from June 1-7, traveling in his own vehicle and camper. He is looking for advice on fishing spots, good RV camping and what makes the Alaska Highway the quintessential RV experience. Articles to appear in Fish Alaska (Circulation 40,000) and Salmon Trout Steelheader (Circulation 70,000)

Sue Frause is going to visit the Dawson Creek area June 13-15 and we are looking for suggestions for her visit. She is a highly regarded freelance journalist and a regular contributor to www.spas.about.com.

The very well respected freelance writer Judi Lees, a regular contributor to British Columbia Magazine will write about the Peace Country for an upcoming issue. Dates of her June visit are to be confirmed.

Increased interest in Northern BC



The Northern British Columbia Tourism Association is pleased to announce that there has been a large increase in the number of fulfillment requests over the past few months. The NBCTA has been extremely busy sending out regional information packages to fulfill these requests that have come via telephone and website. The new NBCTA website, www.northernBCtourism.com, has been receiving a high volume of traffic since its launch in December of last year.

The Northern British Columbia Tourism Association

PO Box 2373

#303 – 1268 5TH Avenue

Prince George, BC

Ph: 250.561.0432

Web: www.northernbctourism.com