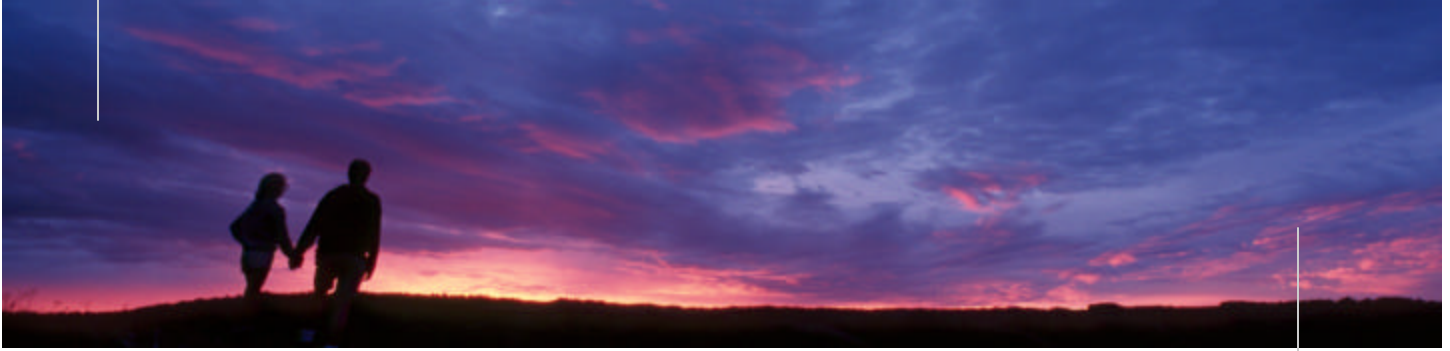


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# On the Horizon...



## ...At The NBCTA

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### *NBCTA Travel Guide*



The official vacation guide of the Northern BC Region is now available. Be sure to check out the new 2005 Northern British Columbia Travel Guide. This year's guide has great new features and an integrated outdoor adventure guide featuring outdoor adventure products in northern BC. Other features include Golf, Art, Culture, and Heritage and an enhanced membership listing.

The Northern British Columbia Tourism Association would like to thank all those advertising members for their support.

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### *NBCTA Luxury Lodges Guide*

It's official! The Northern British Columbia Tourism Association will begin sales on a 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, Marketing and Sales Coordinator at 250-561-0432 ext 202 for more information.

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### *Van Dop Art Guide*



Look no further than the Arts & Cultural Guide to British Columbia! Gain an exclusive marketing edge by participating in marketing activities that are otherwise too costly and ineffective to implement alone. Inform, captivate and attract new customers by association with the well established Arts & Cultural Guide brand and save money, time, and energy by pooling your resources with other like-minded businesses. For more information contact Morgan Geisler at 604-521-6288 or 1-888-981-9886.

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## *Go Camping Provincial Park Guide*

The 2005 Provincial Parks Visitor's Guide is a first-class publication geared towards tourists, which provides all the information needed to plan a trip to Super, Natural British Columbia. In its second year of publication, it is the only complimentary Guide of its type endorsed by BC Parks. In partnership with Northern BC Tourism, it is our hope that due to the success and popularity of the 2004 publication, you will choose to take advantage of **our discounted rate for Northern BC Tourism members**. This year, the publication will be distributed by the May long weekend, 2005, to BC Parks tourist outlets, information kiosks and Chambers of Commerce across the province, ensuring the traveling public is aware of your company! For more information contact Jen Donaldson at 250-861-9474. Don't miss out ! Sales end February 10th !

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## *COTA Travel Auction*

The Council of Tourism Associations of BC has launched the BC Travel Auction, British Columbia's premier online travel auction reaching thousands of bidders across North America. This is an effective way for you to expose your business to new markets and help support the BC tourism industry. By donating a tourism product you are also linking with other donors and creating new opportunities to generate business. For more information visit our website at [www.nbctourism](http://www.nbctourism) and click on the Travel Auction link on the homepage.

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## *Prince George to host Winter Cities Summit*

Prince George is setting the stage to host the 2005 Winter Opportunities Summit on February 9-12 2005. With the impending 2010 Olympic and Paralympic Winter Games, the summit is expected to attract a diverse group of attendees from government, business, tourism, and sports backgrounds. Four different themes will be addressed during the summit including: winter climate and environment, cultural diversity and richness, enhanced business and commerce capabilities, and maximizing northern BC's potential in sport and education. For more information on the Winter Summit please visit the website at [www.wintersummit.ca](http://www.wintersummit.ca).

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**The Northern British Columbia Tourism Association**

**PO Box 2373**

**#303 – 1268 5<sup>TH</sup> Avenue**

**Prince George, BC**

**Ph: 250.561.0432**

**Web: [www.northernbctravel.com](http://www.northernbctravel.com)**