

“ON THE HORIZON”

at the Northern BC Tourism Association

Another AGM Success

Queen Charlotte Islands had their moment to shine!!

Northern BC Tourism is pleased to announce the extreme success 2003 Annual General Meeting and Convention held at the Driftwood Lounge in Masset, BC from September 25 -27th, 2003. Delegates attended from all corners of Northern British Columbia to discuss issues relating to Northern Tourism and to network with leaders from the Tourism Industry.

Next year's Annual General Meeting will be held in the community of Dawson Creek, so expect your invitations soon!! See you next year!

New Member Benefit

It pays to be a member ... the latest membership benefit for members is the use of our new colour photocopier at the special rate for only **\$.60 per colour copy**. The copier is located at our office at 850 River Road in Prince George and available to all members.

Tourism British Columbia 2004 Vacation Planner and Outdoor Adventure Guide



Dan Coombs, Account Manager for OP Publishing has started the sales campaign for the 2004 Outdoor Adventure Guide and the Vacation Planner.

If you are interested in advertising in either one of these publications please contact Dan Coombs at (250) 861-9095 for a rate card.

Fishing Adventure 2004



Get value for the dollar, with targeted distribution at key Sportsmen's Shows, Outdoor and Business Magazines, Retailers and Airports.

If you are interested in advertising in Fishing Adventure please contact Dave Owen at OP Publishing at 604-678-2584.

Tour Planner

The Tour Planner will provide a “complete, accurate, professional” package to present to Trade Professionals around the globe. Sales for this will begin in November. Rate card coming soon.

Save-On-Foods Catalogue

With this being distributed to 2,000,000 in BC and Alberta, this is a very high reach, low cost per thousand campaign. Sales for the Spring/Summer catalogue will resume in March. Rate card coming soon.

Fishing and Hunting News



With readers being among the most active and experienced sportsman in the nation, Fishing and Hunting News is a great avenue to reach this targeted audience.

If interested in this publication, please contact Brian Lull at 800-645-5481 ext. 528.

BC Magazine



Offers award winning editorial with the highest-quality photography to present BC in all its nature beauty.

If interested in advertising in BC Magazine, please contact Jim Griffin at 250-447-4429.

Consumer Shows 2003 -2004



Based on the evaluations of the 2002 – 2003 Consumer shows and feedback from our members the Northern BC Tourism Association has selected various Consumer Shows for the 2003 – 2004 marketing year. Please contact the office for a complete list of Consumer Shows. The deadline for the 2003 - 04 Consumer Show line up is fast approaching.

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! Please contact Navneet Mudhar if you have any questions (250) 562-7690.