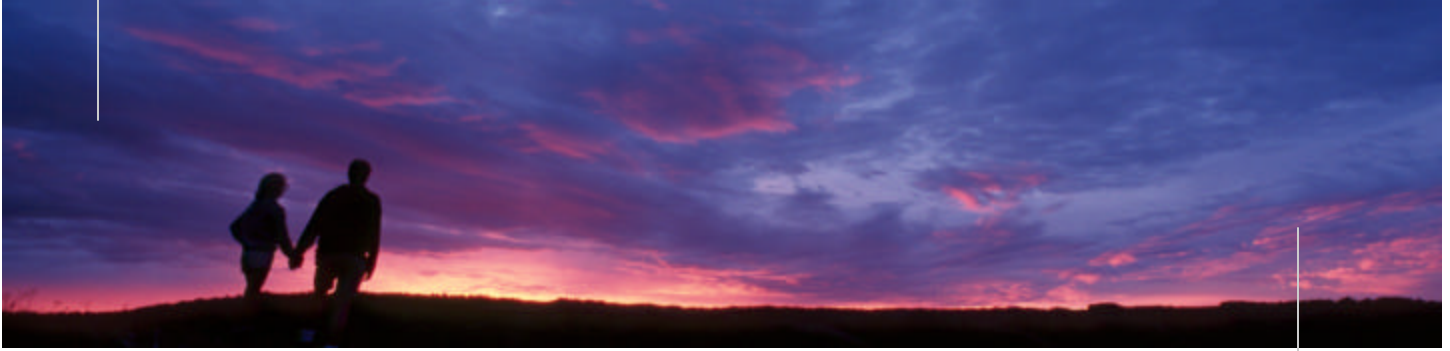

On the Horizon...



...At The NBCTA

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.

Inside Golf



Advertise in Western Canada's news source for golf! Reach your target market by advertising in Inside Golf and reach golfers from BC to Manitoba 4 times a year throughout the golf season. Inside Golf distributes the right **product** for the market, at the right **price** for the advertiser, at the right **place** for the reader, with creative **promotion** that guarantees a winning marketing mix! To book your 2005 space contact toll free 1-800-764-6537.

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 and click on the Travel Auction link on the homepage.

RV West



RV West is western Canada's high quality, full color - full gloss official recreational vehicle publication and gives a highly targeted distribution of 30,000 copies of each issue to exclusive RV & outdoor enthusiasts - a desirable core audience of RV owners and prospective owners throughout Western Canada. The positive response from advertisers and readers alike has been overwhelming. RV West is published 4 times per year - Spring, Summer, Fall, Winter. Don't miss out on this great advertising opportunity. For more information call Louise Gemmell at 1-800-663-8555.

Consumer / Trade Shows

Show season is winding its way down at The Northern British Columbia Tourism Association and again has been another successful year with many leads being generated. Consumer / trade shows left for 2005 are - FMCA in Georgia, Spotlight in London, Seattle Women's Show, Media Market Place, Calgary Mom & Tots, and Rendezvous Canada in Saskatoon. If you are attending any of these shows we look forward to seeing you there, and if you are not attending look for those sales leads!

NBCTA Website



All those members wanting to maximize the exposure that their business receives should ensure that their feature pages on www.northernBCtourism.com are up - to - date. Forward your 300 word description and up to three images to us and we will make sure that your page looks great. This feature page also acts as a portal to your website and will therefore generate more traffic to it. Please forward any information regarding your feature page to Billie - Joy Lacombe at Billie@nbctourism.com.

The Northern British Columbia Tourism Association

PO Box 2373

#303 - 1268 5TH Avenue

Prince George, BC

Ph: 250.561.0432

Web: www.northernbctravel.com