



Tourism Discussion Group

Strategy building

Tourism Ideas for the Lakes District from the Strategy building workshop

F.A.T.E ~ food, accommodation, transportation, entertainment

- Snowmobile Trails
- Motor-cross
- Ski jump
- 4 Star hotel
- Cross country skiing
- International events
- Rental equipment facilities
- Town beautification
- New mall
- R.V.
- Spirit Square
- Restaurants
- Train station
- International Tradeshows
- Signage
- Brochures
- Conventions
- Pool
- Events centre
- Superhost community
- Schools ESL/College/Arts program
- Big events
- Small world walk
- Golf course
- Native culture
- Fishing
- Northern Iron man
- Airport
- Workshops/Agriculture/Mining/Forestry
- Summer lodge
- Adventure tours/Wilderness tours
- Rocks
- Circle tours
- Arts council
- Retail stores
- Hiking trails
- Municipal campground
- Boardwalk

- Hunting/guiding
- Water sports
- Motorcycle

Short term - Now	Less than 5 yrs	Long term - 5 yrs +
<p>Signage & Advertising</p> <ul style="list-style-type: none"> Marketing, brochures, entrance signage & signs within town , tourism <p>Trails</p> <ul style="list-style-type: none"> Hiking, snowmobiling, biking, wilderness trails, x-country skiing <p>Fishing/hunting/resorts/campsites</p> <ul style="list-style-type: none"> Lakes, campsite clean-up, municipal campground <p>Provincial parks</p> <p>Airport maintenance</p> <p>Arts</p> <ul style="list-style-type: none"> Arts council, Art around town, performing arts, local artists workshops, <p>Spirit Square</p> <p>Superhost</p> <p>Promoting opportunities</p> <p>Bird watching</p> <p>Town Beautification</p>	<p>Pool/Gym/Events Centre</p> <p>New Hospital</p> <p>Rental shops/local dealers</p> <p>Train station</p> <p>Restaurants/fine dining</p> <p>Native Cultures</p> <p>Circle Tours</p> <p>Bike tours</p> <p>Adventure/Wilderness tours</p> <p>Ski jump</p> <p>Conventions/workshops</p> <p>Small world walking tour</p> <p>4 star Hotel</p> <p>Snowmobile trails</p> <p>Northern Iron Man</p> <ul style="list-style-type: none"> What events, winter and summer, <p>Superhost community</p> <p>Park upgrades/new equipment</p> <p>International tradeshows</p>	<p>Local Golf Course</p> <p>ESL with CNC</p> <p>Cultural Boardwalk</p> <p>Pool/gym/convention centre</p> <p>Train station</p>

Tourism Group broke the strategy into digestible steps that can easily be completed.

Phase ONE ~ Promotion	Phase TWO
<p>REAL PLAN for the Lakes District/Burns Lake: Promotion, marketing, brochures, combined website, tradeshows (2009), magazines (Air Canada, HawkAir, Westjet in-flight mags.) To promote Burns Lake – people here are proud of where they live, lets radiate this through the following:</p> <p>Brochures (Lakes District booklets): Kelly at the Chamber would like input:</p> <ul style="list-style-type: none"> ➤ Images: translated into a few different languages, French, German, etc – numerous people within the community could do some translations. ➤ Text: Kelly is using some of the existing text as well as some from the Visitor brochure. Needs to be updated – will bring to next meeting. ➤ Funding: Access some funding to aid in the printing and editing costs. Kelly mentioned that she can't find enough funding she would like to approach businesses to sell advertisements to place in the booklets. <p>Tradeshows:</p> <ul style="list-style-type: none"> ➤ Start with attending a few tradeshows to get a feel for attendees. Then decide which ones to participate in. Looking at 2009–2010 tradeshows right now. Find out costs, locations, who we want to attract (tourists), <p>Website:</p> <ul style="list-style-type: none"> ➤ NDI has money available for website development. Look into partnerships with different businesses (Chamber, Regional District, LEDA, etc) to combine info to make a tourism based website still with links to all of our own 	<p>Tradeshows: Start participating after the research is done in phase one. By this point, after doing the research and preparing, we should know what we need to know to have a successful tradeshow.</p> <p>Website: keeping it updated and maintained with current information etc, so we don't lose interest.</p> <p>Circle Tours: We need to tap into the tour bus market going through Burns Lake. We need to make Burns Lake one of their stops. Research, and plan something for when they do stop here.</p> <p>Partner with international students: Invite/recruit students to come here and have the CNC offer ESL for the international students. Right now the Asian markets and accessibility is huge with the opening of the Prince Rupert Port.</p>

identities.

Advertising/Promotions:

- Partner with other businesses to get into the big tourism magazines. Northern BC Tourism has money set aside to help with this. They placed an ad for Smithers in the Hello BC, with the right partners Burns Lake could do a similar ad with their help.
- Ads in local newspapers, international papers, etc. Include like a “story” type feel to the international papers encouraging them to come over and experience these “stories.”