

**Spokane Great Outdoors and Bike Expo February 22 and 23, 2020
Spokane Convention Centre, Spokane WA**

Ciel Sander , Dawsha Hunt and Cindy Alblas represented The Boundary Country Tourism Booth. Josh and Len Strzelec, also attended the event on Sunday and participating in helping our attendees, allowing for even greater outreach to people.

We were placed in the Canada Travel Zone, on a corner booth in a great location, with lots of traffic. The Bike Expo as well as Golf show also coincided this event, and we saw many golf enthusiasts with interest in our Boundary golf courses.

There were 6207 show attendees. We made 1070 personal interactions with the attendees throughout the weekend. Attendees were mainly Spokane and Seattle and surrounding areas, as well as attendees from Idaho and Montana.

546 people signed up for The Boundary Country Prize Package, which included a 5 night stay in Boundary Country, a pontoon boat rental, bike rental and shuttle, Grand Forks International Tickets, Rock Creek Candy Mine tour passes, Gallery 2 Wine tasting event tickets, and Boundary Country Swag. Over \$1600 prize package giveaway. This was a great way to engage with participants.

1000 Boundary Visitor guides, 200 Boundary Country Business Cards, 500 Kettle Valley Trail Maps, and a variety of Boundary Country swag including branded bags, pens, stickers, pins, band aid holders and branded seed packets. Over 100 pieces of Grand Forks material were taken including Grand Forks Map, Gallery 2 Info, history pamphlets and ATV maps. 350 Christina Lake Adventure Guides were taken, along with several brochures for recreation and accommodations.

Attendees were not familiar with Boundary Country in Canada and confused it with Boundary County Idaho. There was much discussion on the ease of travel to our region from Spokane, most were unaware of how close we are,

and had never travelled north. They were surprised to know our region was closer than Seattle to Spokane and helped to give a perspective of distance and time in getting here. There was keen interest for travel to our area.

Most were familiar with the Kettle river and created a commonality to discuss the river that connects us. There was great interest for the adventure that our area offers, from biking, hiking, golfing, water sports to ATVing. Adventure tourism was of great interest to these outdoor enthusiasts.

Many attendees asked for trail maps of the area and was our most asked question. We had several inquiries about things to do in our area, including inquiries from hiking, biking-both cyclists and motorcyclists, RV groups, adventurers, hunters and historians, keen to learn more of our area. Also, several inquiries about accommodations and campsites across the Boundary, several inquiries and conversations about golf courses, and ski hills.

We received a compliment about Lakeview Restaurant and Lisa's Lakehouse in Christian Lake. "We had such a great time and we will definitely go back!"

We also received a compliment about our Visitor Information Staff in Christina Lake, "We arrived late to the Christina Lake Visitor Centre and the volunteer helped them find a lovely spot in Grand Forks, where they turned out to have a wonderful experience and a great breakfast in Grand Forks, and definitely want to return!"

We had a visit from an attendee who had participated in the Boundary Geo Cache Challenge, who spoke highly of their experience in Boundary Country.

Conversations about the drive times, hiking, biking, golf, fishing, boating, kayaking, in the Boundary. Conversations about the importance of cleaning boats to prevent zebra/quagga mussel invasive species were had.

TV with visual displays, helped to stop attendees to look at our video. Music on video captured people's attention. The Boundary Country poster did bring

some confusion, since there is a Boundary County Idaho, and was a great learning into future shows in the US. Christina Lake Banner, with large photos, was very eye catching and helped to stop attendees to look

Points to note for future shows:

Have a larger prize package ballots to sign up with.

Banner of US Canada Map, and directions to our region. Banner needs to be US specific, stating Boundary, BC, Canada. There was nothing at our booth that explained we were from Canada.

Bigger picture/banner/video of bicycles/trails – as this was the most talked about item.

More swag, as this went fast! Bags are a real hit at these shows. Potentially be part of the kid's passport program at the Outdoor Show.

Bigger signs and more pictures, possibly iPads for easy visual aids of trails, recreation etc.

More cultural -presentation - pictures -story lines
Dukhobor/Chinese/Japanese Canadians, Indigenous culture as well as the history and ecology of the area.

Staff at booth could have name tags.

Cargo bike – or handcart – trolley to carry supplies.



Cindy Ablas, Josh Strzelec, Ciel Sander, Dawsha Hunt and Len Strzelec represent Boundary Country Tourism.



Canada Zone, Ciel busy connecting with future visitors.



Boundary Country Tourism booth was busy.



Draw for the lucky Boundary Country Prize Package over \$1600 Value!