

Vancouver Outdoor Adventure and Travel Show Feb 29 and March 1 ,2020 Vancouver Convention Centre Follow Up

Ciel Sander and Cindy Alblas represented The Boundary Country Tourism Booth.

We were placed in the BC Adventure Zone, close to the performance area, a good location with lots of traffic.

There were 17,300 show attendees. We made 780 personal interactions with the attendees throughout the weekend. The majority of attendees were from Vancouver, Maple Ridge, Mission, Surrey, Langley, Abbotsford and from various areas of BC. A few attendees we spoke with were from the US, mainly Washington and California. We spoke to a few attendees from Alberta and Ontario, Quebec as well international attendees from Japan, China, Thailand, Nepal and India.

658 people signed up for The Boundary Country Prize Package, which included a 3 night stay in Boundary Country, a pontoon boat rental, bike rental and shuttle, Grand Forks International Tickets, Rock Creek Fall Fair weekend pass, Gallery 2 Wine tasting event tickets, and Boundary Country Swag. Over \$1800 prize package giveaway. This was a great way to engage with participants, although some felt unsure, they didn't want to receive advertising emails.

600 Boundary Visitor guides, 300 Boundary Country Business Cards, 200 Kettle Valley Trail Maps, and a variety of Boundary Country swag including branded bags, pens, stickers, pins, band aid holders and branded seed packets.

Awareness for Boundary Country seemed greater than the year previous.

Attendees were most familiar with the Kettle Valley Trail, and there was much interest for the map in its entirety. Many were familiar with Mile Zero in Midway, Big White Ski Area, Christina Lake and Grand Forks. Many have childhood memories of our area, the coffee and baked shops, the borscht, Tasty Treat, Kool Treat, our several markets and many were planning a trip to our area this summer.

KVR Rail Trail was highly recognized. Over 200 maps were given out. Lots of people were looking for places for biking in general. Can you rent sups, bikes, kayaks? Where can we camp? Can you camp on the trails? What shuttles are available for going to trailheads. Are there ATV trails, campsites, RV sites, do I have to bring my bike? Several people asked about public transit to get to Boundary Country without a vehicle.

We had several inquiries about things to do in our area, including inquiries from hiking, biking- both cyclists and motorcyclists, RV groups, adventurers 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, Phoenix Mountain, Mount Baldy, Big White and recreation activities.

Conversations about the drive times from Vancouver, fishing(ice) and hunting in the Boundary, boating, SUP, kayaking, floating in the Boundary. Conversations of horseback riding in the Boundary, as well as zebra/quagga mussel invasive species conversations. There was interest in the Greenwood history pamphlet. Greenwood's Deadwood Junction and Copper Eagle, Grand Forks, Borscht Bowl and Lisa's Lake House in Christina Lake were all mentioned. Fishing at Wilgress and Jewel Lake were also mentioned.

Conversations about the flooding and fires in our area were discussed, however very infrequently, and only mentioned a few times over the weekend. There was a keen interest for our area, especially by trail enthusiasts, adventurers and families.

TV with visual displays, helped to stop attendees to look at our video. Music on video captured people's attention. The Boundary Country poster was well received, with the visual of wide-open space in Boundary, photos on the Christina Lake Banner were very eye catching and helped to stop attendees to look. We noticed many attendees who would google our location or add our website into their cell phone versus taking a magazine.

Points to note for future shows:

Have a larger prize package ballots to sign up with.

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 kids passport program at the Outdoor Show.

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

Possibly a stickers/coloring station for kids.

More cultural -presentation - pictures -story lines Doukhobor/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.



Boundary Country Representatives Ciel Sander and Cindy Alblas.



Our display.



Ciel in action.



Prize Package over \$1800 Value.



Drawing the lucky winners!



2019 Prize Package winners came to visit us again!