

Bella Coola Valley Tourism

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Experience the Adventure!



For Immediate Release

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BCVT celebrates 18 years of Valley Tourism

Bella Coola, British Columbia - 2010 marks the 18th anniversary of Bella Coola Valley Tourism's service. Formed in the late 1980's, the volunteer organization has become an industry leader in the province. Some fresh faces now work alongside the long serving members of the board. Wendy Kingsley has joined, creating a link to the Valley's Museum and Archives. Wendy will be ensuring the Visitors Booth operates this summer. Rosemary Smart rejoined the board and has accepted the portfolio of Marketing.

Capitalizing on the Olympics, the Marketing efforts have been ramped up for this coming season.

- Preparing for the big event, the community's content on TBC's HelloBC web site (www.hellobc.com) has been updated and significantly expanded. In addition to the standard information of places to go and things to see in the Valley, numerous "blogs" about the valley now appear on this site. HelloBC sees an average of 500,000 unique visitors per month, over 16,000 visitors a day.
- The popular Bella Coola Valley Visitors Guide will be found at the CCCTA booth in the popular O-Zone area where over 14,000 people are expected to visit every day.
- Thanks to our partners the Cariboo Chilcotin Coast Tourism Association (CCCTA) and Tourism BC (TBC), shots of the Bella Coola Valley are appearing all over the city of Vancouver, at airports and sky train stations, on the sides of buses and at the Peace Arch Crossing.
- In March, building on the excitement from the Olympics, ads will be shown on Shaw television stations throughout Vancouver and Kamloops.

Building on previous marketing successes, the popular Bella Coola Valley Visitors Guide continues to be racked at all of the provinces Gateway Visitor Centres. Additionally, BCVT has ads strategically placed in several publications such as Go Camping BC, CCCTA Travel Guide, and RV West.

The Bella Coola Valley has become an iconic destination for wilderness adventure seekers. Bella Coola, Experience the Adventure!

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