



MEDIA RELEASE

For Immediate Release
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TOURISM DAWSON CREEK MANAGEMENT CONTRACT AWARDED TO SPECTRA COMCAST SPECTACOR

The City of Dawson Creek is pleased to announce a new 5-year contract with Spectra by Comcast Spectacor for the operations of Tourism Dawson Creek. This contract will see Spectra take over operations and management of Tourism Dawson Creek, including the Alaska Highway House and the Visitor Information Centre.

Tourism Dawson Creek is a year-round operation whose focus is to develop and diversify the opportunities for Dawson Creek, the tourism industry and its sectors from sustainable development and promotion of the industry. This includes creating year-round, memorable visitor experiences and the operation of the Visitor Centre and Alaska Highway House.

“This is an amazing opportunity for our community as we have a company that has exceeded all of our expectations over the last ten years while managing the Encana Events Centre,” said Dale Bumstead, Mayor of Dawson Creek. “The Spectra staff including General Manager, Ryan MacIvor, understand and work in tourism. We expect the opportunities for Dawson Creek and the South Peace region will flourish under this new contract.”

“There is so much potential for Dawson Creek and the future of tourism,” said Spectra’s Ryan MacIvor, General Manager of the Encana Events Centre. “With our commitment over the next 5 years to the City of Dawson Creek, we expect Tourism Dawson Creek to continue to market the historic Alaska Highway as well as the many sport and event hosting opportunities that exist here!”

Spectra took over the contract on December 31, 2017 from Northern BC Tourism Association. This contract provides the joint strategy of encouraging tourism in Dawson Creek through the Community Tourism Plan, the Tourism Dawson Creek Business Plan, the Visitor Information Centre, the Alaska Highway House and the annual Visitor Guide.

The management contract for Tourism Dawson Creek between the City of Dawson Creek and Spectra by Comcast Spectacor runs through 2023.

If you have any questions or concerns please contact:

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BACKGROUNDER

Tourism Dawson Creek was established (2001) in response to local operators and business leaders wanting to further develop and diversify the tourism industry in Dawson Creek.

Tourism Dawson Creek's focus is that of a developmental role for the tourism industry and its sectors within Dawson Creek. Tourism Dawson Creek is the recognized Destination Management Organization (DMO) responsible for the marketing and promotion of Dawson Creek.

Tourism Dawson Creek also operates the Visitor Centre (VC) and Alaska Highway House.

Spectra by Comcast Spectacor, formerly Global Spectrum has operated the Encana Events Centre since 2008.

Spectra by Comcast Spectacor is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra's unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, and Partnerships. Learn more at SpectraExperiences.com.