



“Working together to plan and promote visitation to Haida Gwaii/the Queen Charlotte Islands in such a way that benefits all communities, while protecting and enhancing the culture and lifestyles of all islands peoples, in a sustainable and friendly manner”.

HAIDA GWAII TOURISM ASSOCIATION ANNUAL SPRING NEWSLETTER

Inside this issue:

<i>Haida Heritage Centre</i>	1
<i>Music Festival</i>	1
<i>Tourism Marketing Plan</i>	2
<i>NBCTA</i>	2
<i>Naikoon Provincial Park</i>	3
<i>Islands Art Route</i>	3
<i>Summer Outreach Program</i>	3
<i>Presidents Message</i>	4

Haida Dream Moves Closer to Reality

Submitted by Haida Heritage Centre at Qay’lnagaay

The Haida Heritage Centre at Qay’lnagaay, which has been a dream of the Skidegate people for over 40 years, opens summer 2007. This \$26 million Centre, which incorporates the existing Haida Gwaii Museum at Second Beach, is in an attractive natural setting on the coast at the old Haida village site of Qay’lnagaay or “Sea Lion Town”.

Fronted with six traditional totem poles representing each of the 14 clans, the Centre resembles a series of Haida longhouses, which span the length of the beach and are connected by interior walkways and atrium space. The design

creates the feeling of a traditional Haida seaside village and is intended to showcase the unique, living culture, art and history of the Haida people – “Qay’lnagaay is a place for the Haida voice to be heard. This is our gift to the world.”

As well as the museum, a gift shop, restaurant, canoe house, performing house and carving shed the complex will include the Bill Reid Teaching Centre. Three ancient poles were raised in the Centre’s Pole Gallery in January 2007.

The Haida Heritage Centre allows the Haida to preserve and share their past

and present with their own communities and with visitors to Haida Gwaii from around the world

www.haidaheritagecentre.ca



The Haida Heritage Centre at Qay’lnagaay, near Skidegate

Special Events in 2007!

- Haida Heritage Centre at Qay’lnagaay—Grand Opening TBA
- Masset Harbour Days—May Long weekend.
- Totem pole raisings in Old Massett— throughout the summer.
- Hospital Days—Queen Charlotte— June TBA
- Canada Days—July long weekend—Port Clements
- Skidegate Days—July
- Tlell Fall Fair—Aug. 4-5th
- Edge of the World Music Festival—Aug. 10-12th Tlell.
- Loggers Days—Sandspit—August TBA

Edge of the World Music Festival

Submitted by the Edge of the World Music Society

The Edge of the World Music Festival for 2007 will move to a new weekend and a new location for 2007.

The festival has traded our wet mid-July for our drier mid-August, and we will move this year to the Tlell Fairgrounds a few kilometres up the highway in Naikoon Provincial Park.

2007’s Music line-up will highlight Brickhouse, a hot Vancouver blues/funk dance band, Todd Butler of CBC’s *Madly Off in All Directions*, with outrageous comedy and music from ballads to bluegrass and reggae, and Cousin Harley, heading a rockabilly and roots band with country swing.

Our special headlining artists

will be the newly-formed Helene Duguay / Murray Porter Band, two veteran aboriginal performers teamed up with bass and drums to give us a blues dance experience.

Local acts will also headline this year, and will continue the successful Sunday morning gospel music. Other local and off-island talent, will round out the musical experience. There are also special events, workshops, fringe events, a children’s tent, and vendors all to add to the festival atmosphere.

The Edge of the World Music Festival will take place on August 10, 11, 12 in Tlell on Haida Gwaii / The Queen Charlotte

Islands. Our festival is a family event, and camping is available in nearby Misty Meadows Provincial Campground in Naikoon Park.

Check out our website for more details.

www.edgefestival.com



Forests, lush with moss are common all over the Islands.

Islands Strategic Marketing Plan

The Islands received a great boost in February with the completion of a Strategic Marketing Plan for the Islands.

With the *Haida Gwaii Tourism Association* as a client and the support of *Haida Gwaii Community Futures*, longtime Island resident Sarah Loewen, completed the plan to fulfill her MBA requirements from *Royal Roads University*.

The plan compiled existing community plans and supporting documents as well as interviews with Island Stakeholders and outlined a Destination Assessment of the Islands,

External and Competitive Analysis's, Marketing strategy, Marketing Plan as well as both short and long term recommendations for implementation.

The Plan will be presented by the HGTA and Ms. Loewen at upcoming meetings of the various Islands governments.

It is hoped that this plan will be adopted and implemented through the co-operation of all of the Islands governance bodies to increase the Islands presence on the World Market.

Some of the strengths of

our Islands as noted in the plan were:

- The adaptable spirit of Islanders
- our culture and history
- our isolated location,
- natural environment,
- abundant wildlife,
- rich wilderness,
- our safety as a travel destination and the
- uniqueness of each of our Islands communities.



HG/QCI Northern BC Tourism Partnership

The *Haida Gwaii Tourism Association* (HGTA) received recognition as the Destination Marketing Organization (DMO) for the Islands from the *Northern BC Tourism Association* (NBCTA) and will have a voice on the newly created NBCTA Marketing Committee.

The Marketing Committee will provide direction to the NBCTA towards promotion and marketing partnerships to pursue in the upcoming years. Participation will ensure a higher profile for the Islands within our target markets and with our Industry partners.

The Islands are now well represented on the NBCTA Board of Directors with 2 Islanders being elected to Director at large positions at the October AGM in Terrace. Natalie Fournier, from Gwaii

Haanas National Park and Andrew Merilees, HGTA President will both serve for 2 year terms.

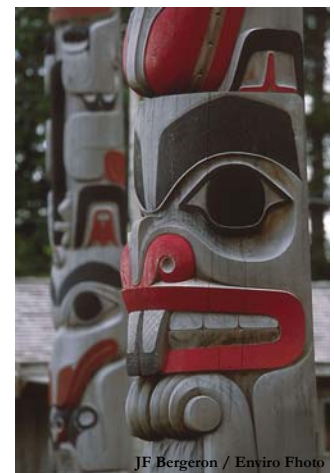
The change from a membership model to a stakeholder model for the NBCTA has opened many new opportunities for marketing partnerships. A new CEO, Anthony Everett has been hired to create more partnerships within the region. "It is my goal to get to all of the regions areas in 2007, especially Haida Gwaii, the Queen Charlotte Islands" stated Mr. Everett at the recent Tourism Industry Conference in Victoria.

The HGTA has already taken advantage of NBCTA Programs having its brochures distributed throughout the Provincial Visitor Centre Network and at numerous consumer shows across Canada

and the United States.

This partnership will be of great benefit for the future of the Islands tourism marketing.

"The change from a membership model to a stakeholder model has opened many new opportunities for marketing partnerships within the region"



Examples of modern Totem poles can be found in the communities of Skidegate and Old Massett



NORTHERN BC
it's all in our nature

www.northernBCtourism.com

Naikoon Provincial Park

Submitted by the Old Massett Village Council Economic Development Department

Naikoon Provincial Park encompasses a large portion of northeast Graham Island and offer visitors many recreational opportunities including; hiking, camping and beachcombing.

The Park offers opportunities for hikes of different durations from short 1 hour return trips to multi-day rugged excursions. All trails venture through spectacular scenery characteristic of the Queen Charlotte Lowlands terrain

which it protects.

Naikoon Park has 2 large well maintained campgrounds within its boundary, Misty Meadows Campground near Tlell along its southern boundary and Agate Beach Campground on the Islands northern shore. Both campgrounds have about 40 sites with potable water and pit toilets. A fee is charged from May through September. Reservations are not required.

Tow Hill and North Beach are two of the main attractions within Naikoon Park and are located in the Parks northern section.

Many visitors beach comb along North Beach hunting for treasures washed ashore by the Japanese current or observe the plentiful bird life in the area.



View overlooking the Agate Beach Campground from the Tow Hill Viewpoint.

The Islands Art Route and Island Artists

Submitted by the Queen Charlotte Arts Council

The Islands have been an inspiration for artists since people first arrived here many thousands of years ago and it should be no surprise that the Islands are thriving with creative artists and artisans.

To assist visitors and Island Artists make contact, the Queen Charlotte Arts Council has developed and produced the Islands *Art Route*.

The *Art Route* is a small

multi page brochure listing by community and medium the Islands' Galleries, Artists and Artisans willing to have visitors drop by to observe their talents and purchase their unique creations.

Through the *Art Route*, visitors are invited by artists and artisans to their studios to see their works in progress and to hopefully take home a unique souvenir of their Is-

lands visit.

Anyone wanting more information about the Queen Charlotte Arts Council can find their website at

www.qciarts.com

An *Art Route* Brochure can be picked up free of charge from any of the Islands' Visitor Centres.

"Visitors are invited by artists and artisans to their studios to see their works in progress and to hopefully take home a unique souvenir of their Islands visit".

Gwaii Haanas Summer Outreach Program

Submitted by Parks Canada

For those who want to learn more about the natural and human history of the Islands, Gwaii Haanas staff are busily planning for the 2007 summer outreach program.

Once again interpreters will be offering evening slideshows at the Queen Charlotte Visitor Centre, guided forest walks and beach explorations, and a speakers series featuring visiting researchers.

New for 2007 will be day-

time programs at the new Haida Heritage Centre at Qay'lnagaay – and at events throughout the Islands communities.

Regular summer programs runs from mid-June into September, but special programs can be arranged for groups at other times.

There are several ways to find out what's going on. Get on the mailing list for a brochure by contacting Maggie

Stronge at Parks Canada 250-559-8095,

maggie.stronge@pc.gc.ca or

watch for posters and flyers. Also check the calendar of events on the Queen Charlotte Visitor Centre's website –

www.qcinfo.ca



Totem poles at SGang Gwaay, UNESCO World Heritage site within the Gwaii Haanas National Park Reserve and Haida Protected Area

Haida Gwaii Tourism Association Queen Charlotte Islands

**PO Box 230
Port Clements, BC
V0T 1R0**

Email: news@haidagwaiitourism.ca

We're on the Web! Check us out at
www.haidagwaiitourism.ca

"Working together to plan and promote visitation to Haida Gwaii/the Queen Charlotte Islands in such a way that benefits all communities, while protecting and enhancing the culture and lifestyles of all islands peoples, in a sustainable and friendly manner."



A Message from the President



HGTA President, Andrew Merilees

2006 Board of Directors

Executive Directors

Andrew Merilees, President

Urs Thomas, Vice-President

Kimiko vonBoetticher, Secretary

Jean Traplin, Treasurer

Community Directors

Leo Gagnon, Old Massett

Bret Johnston, Masset

vacant, Port Clements

Cacilia Honish, Tlell

vacant, Skidegate

Natalie Fournier, Queen Charlotte

vacant, Sandspit

March 10, 2007

Thank-you for your interest in Haida Gwaii the Queen Charlotte Islands and for your support of the Haida Gwaii Tourism Association. 2006 was a difficult year for many businesses in the Islands Tourism Industry. The cumulative effects of the temporary loss of our marine transportation link last March, the strong Canadian dollar and high fuel costs all had their effect on the Islands tourist climate.

Despite these challenges the Islands had several successes including the posting of the Associations new website, www.haidagwaiitourism.ca and the development of an Inclusive Islands Marketing Strategy. This document will be used to guide the future marketing of the Islands in accordance with the principles of the Islands' *Heritage Tourism Strategy*.

With the challenges of 2006 now well behind us 2007 promises to be the best year in more than a decade on the Islands. A new Ferry will begin to service the Islands in May and offers increased capacity and better comfort for passengers making the 6 hour crossing from Prince Rupert, just in time for the opening of the Haida Heritage Centre which is positioned to become the Islands' biggest attraction.

Positive spin-off effects this summer included the creation of new partnerships throughout the Northern BC Region and we are looking forward to working with our Industry partners to increase visitation to the Islands and throughout the entire Northern British Columbia Region in the coming years.

This newsletter will give you a brief look at some of the highlights occurring throughout the summer. Many more events are also occurring for your discovery in all of our Islands communities. 2007 will be an exciting year to visit the Islands. I look forward to seeing you here.

Sincerely,

Andrew Merilees, HGTA President