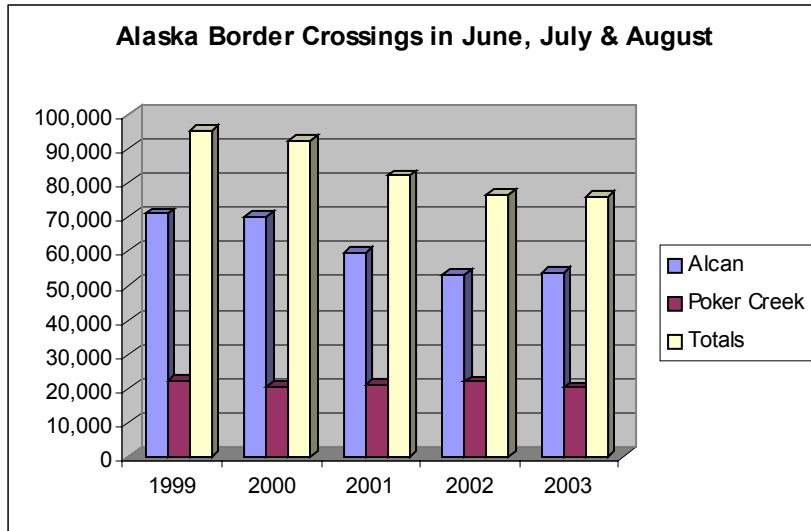




Tourism Trends



Individual Alaska Border Crossings					
	1999	2000	2001	2002	2003
Alcan	71,108	70,002	59,415	52,980	53,688
Poker Creek	22,245	20,579	20,795	21,865	20,123
Totals	95,352	92,581	82,211	76,847	75,814

Data from: U.S. Customs and Immigration - Alcan and Poker Creek crossings

The number of people crossing into Alaska by road has decreased 26% from 1999 to 2003! While the data above shows a disturbing trend, the increase in the cruise/air markets should offset this decline in U.S. based long-haul traffic. Canadian travel has shown steady growth over the past few years with a 9 % increase in the Yukon in 2002. With the Canadian dollar strengthening, this could be a very good source of new clients. Canadian visitors are thrifty and tend to depend on getting their information while traveling so you should market your goods and services to them in a publication that is widely distributed on all access routes leading to Alaska.

With the new reality of travel after September 11 many companies have pulled advertising dollars from a national approach to focusing on regional advertising. The thought being that the provincial or state tourism offices should bring the customer to the area and then you can market your products to them. It is critical that you spend your advertising dollars in a very targeted manner, so be sure that the publication is directed at potential customers.



Bell's Alaska Highway Mapbook

Since 1960 Bell's Travel Guides have provided up to date and accurate information for all travellers to the North, whether they come by bus, ship, airplane or car. This year marks the 2nd year of our Mapbook for the Alaska Highway and connecting routes. This publication is modeled after our very successful Alaska Mapbook that is in its 6th printing. As the long haul U.S. market declines we determined that there was a need for a free publication that would be distributed both regionally and nationally. The focus of our Mapbooks is on quality maps and information. With the costs of travel publications skyrocketing, more and more of your potential customers are choosing to travel without a paid for guide and this makes it difficult to put your goods and services in front of them. Special sections for each town and city provide detailed information about what to see and do, accommodation, shopping, camping and more. These sections help your prospects to quickly and easily locate your information, which will result in more sales for you.

Mechanical Specifications

	Horizontal		Vertical	
	Width	Depth	Width	Depth
One page	4.75"	7.5"		
¾ page	4.75"	5.75"		
½ page	4.75"	3.69"	2.25"	7.5"
1/3 page	4.75"	2.5"	2.25"	5"
¼ page	4.75"	1.875"	2.25"	3.69"
1/8 page	2.25"	1.875"		
1/16 page	2.25"	.938"		

2004 Distribution

Motor home Rental Companies	6000
Local Car Rentals.....	4000
Local Visitor Center	8000
Tourism Yukon Visitor Centres	12,000
Access Routes Visitor Centres	45,000
Key Visitor Locations	75,000
Total	150,000

Printing Process: Web offset. Publication trim size 5.25" x 8.25".

Materials Required: All Materials Due by Oct 15, 2004. Digital PC files are preferred as "Press Ready PDF" and must include fonts. Macintosh digital files should be built in Adobe Illustrator and saved as PC.eps including document fonts. We do not accept digital files created in Microsoft Publisher, Word or similar files. All screen and printer fonts, support files and high resolution scans must accompany ads submitted on disk together with final lasers, color breaks and summary of file contents. **ADDITIONAL CHARGES WILL APPLY FOR FILE CONVERSION.**