

Visitor of the Week Program, 2014

The Visitor of the Week program is designed as a gesture of appreciation from the business community to Dawson's visitors. It is an expression of goodwill to the visitors contributing to our community's economy, and a public relations activity exemplifying Dawson's welcoming and friendliness towards the traveler stopping in our fair City.

Program Summary:

The Dawson City Chamber of Commerce and the Klondike Sun collaborate in hosting the Visitor of the Week Program for the months of July, August, and September. The program will celebrate one visitor biweekly starting July 4, and ending with the September 12 issue of the paper. Participating businesses choose a visitor, award them with a gift bag, and submit their information and Dawson experience to the Klondike Sun, who publishes these anecdotes along with a photo of the winner on location (where possible).

How it works (details):

The Dawson City Chamber of Commerce collects small gifts or souvenirs from participating businesses and makes up gift bags that will be awarded to the Visitors of the Week. Example gifts include small items such as drink tickets; discount coupons, hand cream, mints, pens, pendants, souvenirs, etc. Businesses may add a sticker or business card identifying their product to the welcome bags.

Six items from each business will be needed as there will be 6 editions of the newspaper, and 6 winning visitors. The Klondike Sun will run a small article highlighting the Visitor of the week, listing the visitor's name, the business at which they won the honor, where they are from and a comment about their experiences in Dawson City. Where possible, the business should take a photo of the winner in their business and email it to the Sun for inclusion with the article.

After publication, the DCCC will mail a copy of the Klondike Sun to the Visitor of the Week.

The Visitor will be chosen randomly by a different participating business each time. The DCCC will deliver to businesses the gift bag along with a deadline date and a form to be filled out and returned to the Klondike Sun by the participating business. The Sun would prefer submission via email where possible.

If you have any questions about the program, please contact DCCC Operations Manager: Diego Martin by phone 993-5274 or by e-mail: office@dawsoncitychamberofcommerce.ca