

There was an early spring. More tourists than usual visited your community. **Collect \$400.**

There was a big storm. Flights were canceled and none of your clients made it into the community. **Pay \$300.**

It is calving season. Your clients saw baby wood bison from across a meadow. They enjoyed the experience so much that they referred you to friends. **Add 2 customers.**

A local boat captain needs motor repairs. You understand the importance of community and help him with repair costs. **Pay the person to your left \$100.** In return he spreads the word about your business. **Add 2 customers.**

It was a rainy, cold summer. Few visitors traveled to your community. You did not make as much money as you expected and cannot make your loan payments. **Skip a turn.**

A famous photographer traveled to your community. She captured an award winning photograph of a bison in front of the northern lights. **Add 4 customers.**

It was a cold winter, you frostbit your hands while working outdoors. **Pay \$200** in doctor fees.

Your wood bison business has piqued the interest of your daughter. She decides to attend college to learn about ecotourism. She helped you streamline your business. **Collect \$500.**

There is an unexpected storm. Your boat gets swamped and you have to pay another captain to rescue your clients. **Pay \$200.**

Bison populations are doing very well. Hunting is now allowed. Hunters start visiting your community. **Add 3 customers.**

It is a late spring. Conditions for viewing the wood bison are harsh. Your customers need additional gear. **Pay \$200** to keep them warm.

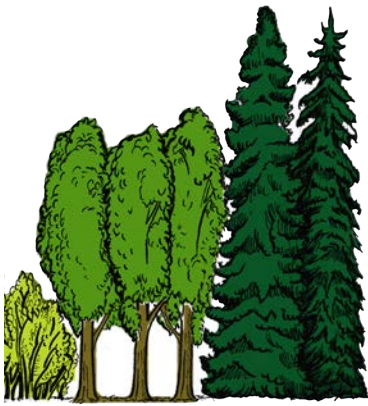
A flightseeing tour is grounded in your community due to fog. You provide excellent service and they are given the opportunity to view the wood bison from the ground. **Collect \$300.**

Your clients were given poor directions. They got lost in the woods for several hours. **You lose 2 customers.**

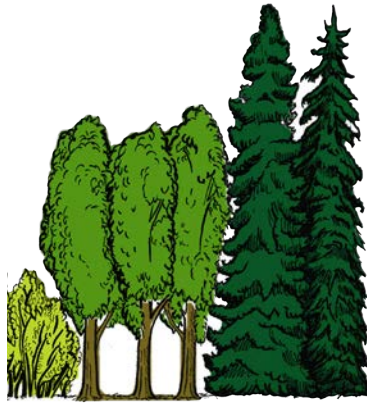
It is the rut. Your clients get amazing views of both cow and bull wood bison. They give you a tip. **Collect \$100.**

Local guides were unable to locate the wood bison as quickly as they expected. You provided additional services to your clients free of charge so that they could remain in the community longer. **Pay \$100 but add 1 customer.**

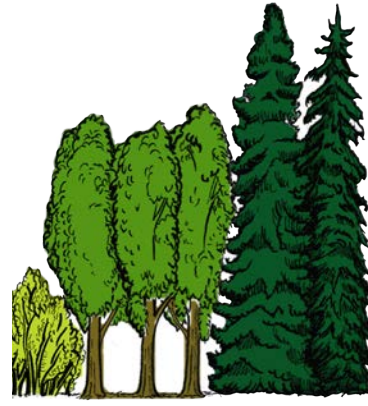
Wood bison were much farther from the village than expected. More gas and supplies were required than you budgeted for. **Pay \$100.**



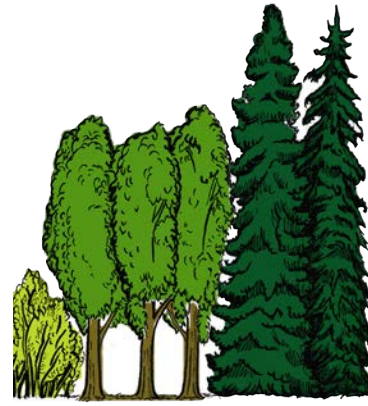
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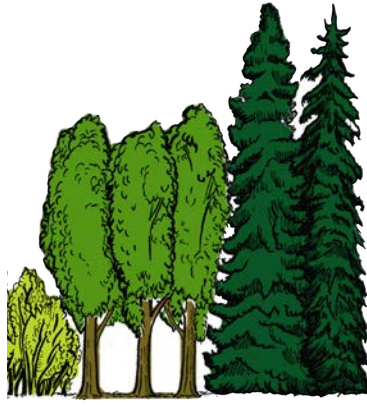
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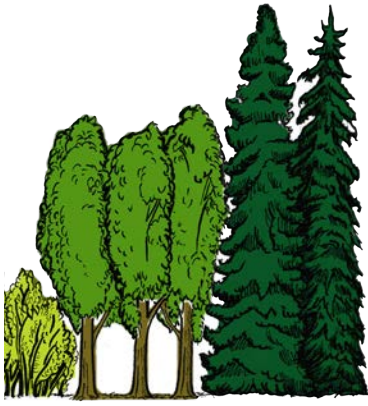
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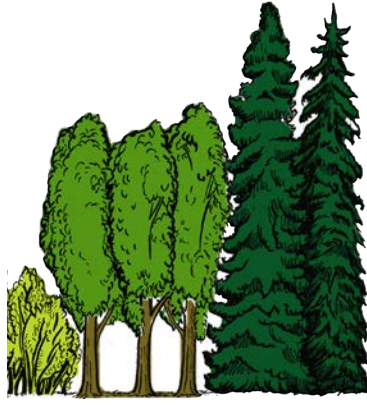
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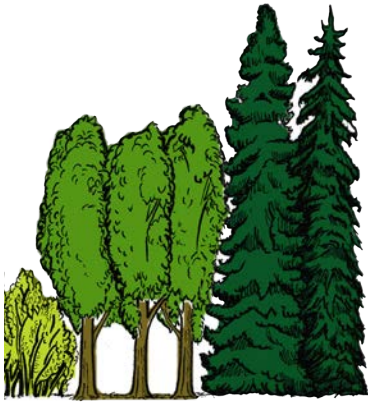
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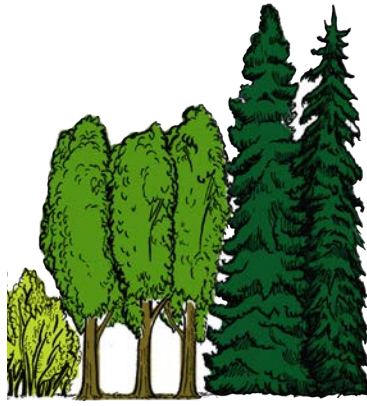
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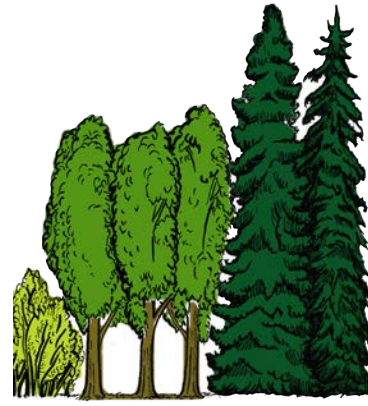
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A customer referred you to a friend. **Add 1 customer.**

You overcharged a customer. **Pay \$200.**

You were friendly, knowledgeable and well prepared. Your customers were extremely satisfied with your service. **Collect \$300.**

You provided poor customer service. A customer left a negative review online. **You lose 3 customers.**

You were awarded a rural business development grant that will allow you to receive training about customer service and ecotourism. **Collect \$400.**

You applied for a small business grant for rural Alaskans to help make your company more environmentally friendly. **Collect \$500.**

A customer ruined your gear, you must purchase new equipment. **Pay \$150.**

Your ecotourism business helped to grow your community economy. There is now sewage and hot water in every house. The added comfort of these facilities attracts more visitors to the area. **Add 3 customers.**

There is a fuel shortage in town. Gas prices skyrocket. **Pay \$200.**

You did not advertise enough this year. You had very few customers and cannot make your loan payments. **Skip a turn.**

Your customer service was exceptional. A customer leaves you a tip. **Collect \$500.**

Your equipment is old and worn out. You need to make new purchases. **Pay \$300.**

A journalist visited your community and wrote an article describing his unique experiences while viewing wood bison. **Add 2 customers.**

You did not purchase business insurance. A customer was injured. **Pay \$400.**

You partnered with a local craftsman and sold 2 locally made fur mittens to your clients. **Collect your \$50 share.**

You cut a deal with a travel agent in a larger community nearby. She helped you gain new customers, but you owe her for her efforts. **Add 2 customers and pay the player to your left \$300.**

A sign at your business is important for attracting visitors who are already in the area. **To put up a sign pay \$300. (Only 1 per business).**

Mailing brochures to potential visitors can be useful, but you only reach a limited number of individuals. **To mail brochures, pay \$500.**

Ads on travel blogs, Facebook and other websites are ways to reach new customers, but there can be a lot of competition. **To buy an ad, pay \$750.**

A website is an effective and important part of marketing. **To build a website pay \$1500 (only 1 per business).**

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