

TOURISM PRINCE GEORGE 2022 BUDGET PRESENTATION

PRINCE^{BC}
GEORGE



Budget Overview - Revenues

Total projected revenue of **\$1,423,266**. An increase of 27% from 2021:

- 71 % MRDT Funds
- 23 % City of Prince George
- 6% other partnerships and revenue streams



Budget Overview - Operating

Total projected expense of **\$546,560**. An increase of 35% from 2021:

- This includes delivery of Visitor Services and operational costs for the Destination Marketing Organization (DMO)

Budget Overview - Capital

Total projected expense of **\$10,000**. A decrease of 60% from 2021:

- The expense amount will be used for capital equipment in 2022
- Tourism PG does not anticipate any capital building improvements in 2022.



Budget Overview - Marketing

Total projected marketing expenses of **\$1,123,080**. A increase of 53% from 2021:

- This includes delivery of all marketing and destination development activities.
- Reinvest in the tourism industry that has been devastated by the pandemic.





Key Focus Areas for 2022

Six Key areas:

1. Marketing
2. Destination Development
3. Visitor Services
4. Industry Outreach
5. Business Development
6. Organizational Effectiveness

Our success will be measured by:

- Increasing the positive image of Prince George as a welcoming and inclusive destination.
- Increasing tourism revenues and economic diversification.
- Supporting and facilitating industry development of market readiness for products and experiences.
- Growing stakeholder engagement and satisfaction.





ADVENTURE IS CALLING

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