

2021 ANNUAL REPORT

**PRINCE^{BC}
GEORGE**



Goals & Objectives

From the 2020-2024 Strategic Plan Tourism Prince George identified key target areas of focus for:

- Destination Development
- Sport Tourism
- Meetings and Conventions
- Marketing
- Visitor Services
- Organization Effectiveness



2021 Highlights - Destination Development

- Participant in the development of a Northern BC Tourism Ten-Year Destination Development Strategy with participation on both the Northeast and Northwest Advisory Committees.
- Tourism Prince George continues to work with the Lheidli T'enneh First Nation to assist in the development of its tourism strategy.
 - Video and photo assets of the Uda Dune Baiyoh House of Ancestors Conference Centre
 - Support of an entrepreneurship session for Members that are interested in developing a visitor tour.
- Studies complete on Net Promoter Score, sustainable tourism, itinerary planning, digital readiness, explorer quotient matches, and digital auditing in 2021
- Tourism Prince George continues to work with the BC Destination Marketing Organization Association, the BC Hotel Association, and the Tourism Association Industry of BC on tourism advocacy to all levels of government.
- Work with Spinal Cord Injury BC to document and evaluate the accessibility of Prince George.



2021 Highlights – Sport Tourism

- As all sports tournaments stopped during COVID-19 the focus shifted to gathering research, information, and keeping informed on issues from the local, provincial, and national level.
- Tourism Prince George filled the position of Specialist, Business Development in September 2021.
- Input was provided to assist with safe restart strategies and other policy creation for sports as well as assisting with opportunities to keep two-way communication flowing.
- Sporting events that were confirmed in 2021:
 - 2022 Canadian National Biathlon Championships, March 11th-18th at the Caledonia Nordic Ski Club.
 - 2022 World Women's Curling Championships, March 19th-27th at the CN Centre.
 - 2022 BC Summer Games, July 21st-24th at various venues.
 - 2022 Canadian Native Fastball Championships, July 29th-August 1st at Spruce City Stadium.



2021 Highlights – Meetings & Conventions

- All in-person meetings were halted and citywide facilities were eventually closed for conferences and large gatherings. The Prince George Conference and Civic Centre remained the vaccination clinic for Northern Health Authority throughout 2021.
- Tourism Prince George filled the position of Specialist, Business Development in September 2021.
- Input was provided to assist with safe restart strategies and other policy creation for conferences as well as assisting with opportunities to keep two-way communication flowing.
- Promotion of Prince George as a destination for conferences kicked off again in the fall of 2021 with Requests for Proposals being posted for four conferences.



2021 Highlights - Marketing

- Followed Destination Canada and Destination BC's response, recovery, and resiliency model during COVID-19.
- Marketing and messaging was focused on regional, local, and BC audiences.
- Until June 15, 2021, no marketing was permitted to encourage travel.
- Data migration of all owned assets to the Crowdriff database was completed as well as curation of shared assets through Media Hub.
- An emphasis was on content development, asset curation and collection, refinement of brand, and streamlining marketing processes and strategies due to the restrictions on promotions.
- Tourism Prince George continued to provide sector support (fishing, mountain biking, camping, culinary, ski, and golfing) in the areas of content creation, digital promotions, and various campaigns.



2021 Highlights- Marketing Cont.

Campaigns by the numbers:

- Brand campaign ran June 15th to September 15th in BC markets, adults 25+.
- Route 16 ran one programmatic campaign (video & banner ads) from June 1st to July 31st. This campaign targeted BC residents, adults 25+.
- The second programmatic Route 16 campaign targeted Alberta residents, 25+.
- Ride North (mountain bike) campaign August 14th to September 25th
- Fishing campaign “Campers Cup” ran the month of September in the Northern BC region.
- Go North (camping) - Programmatic & Social Campaign ran July & August in BC (65%) and Alberta (35%).
- Stakeholder Features - 6 stakeholder features were produced including photo, video, and social media assets. These were promoted through social media channels and shared with stakeholders



2021 Highlights – Marketing Cont.

Website and Social Media

- Check-In Canada functionality has been added to the website as an accommodation booking engine.
- 22 new blogs produced and published.
- 87K total page views in 2021 by 42,000 users.
- Traffic acquired through search 42% of the time, 24% direct link, and 14% social media.
- Domestic travel interest remains high. 80% of web traffic from Canada, 8% USA, and 2% China.
- Instagram takeovers ran May to September. 16 themes were featured for a total of 71 businesses. The campaign saw 114K impressions and 7.4K engagements by audiences.



2021 Highlights – Visitor Services

- The Visitor Information Centre operations were impacted as the centre was closed the first half of 2021
- The Visitor Information Centre reopened on June 7th.
- Visitor servicing continued through emails, calls, and digital engagement through our social media.
- Shopify was a new tool implemented in 2021 to reach visitors outside of the community to access souvenirs and to better control inventory.
- Over \$27,000 in merchandise was sold in 2021
- Instagram stories and reels was another tool adopted to reach virtual audiences and promote local stakeholders, events, and merchandise.
- Tourism Prince George provided mobile services at 12 events and interacted with nearly 3,000 guests



2021 Highlights – Organizational Effectiveness

- The Board of Directors continued to provide effective governance
- In collaboration with the Lheidli T'enneh First Nation and the City of Prince George, the Board and staff participated in Module #1 of the Lheidli T'enneh First Nation Cultural Competency Training.
- An organization restructure was completed to align with the new Five-Year Strategic Plan (2022-2026)
- In collaboration with the City of Prince George, a new Five-Year MRDT Application was submitted and approved.
- On boarded a new customer relationship management system (Simpleview)
- On boarded Act On and a new look for the B2B newsletter.
- Ongoing updates to the Employee Policies & Procedures policy.
- Tourism Prince George continues to provide timely, accurate, and transparent submissions of various reports (MRDT, financial statements, performance related to annual tactical and strategic plan) to Destination BC, City of Prince George, and other partners.



A large pile of cut logs, showing various cross-sections of wood, some with visible knots and grain patterns. The logs are stacked in a way that creates a dense, textured surface. The text "POSITIVE STORIES" is overlaid in the center in a bold, white, sans-serif font.

POSITIVE STORIES

**PRINCE^B
GEORGE**



ADVENTURE IS CALLING

**THE BEST WAY TO
CONTACT US**

Colin Carson
Chief Executive Officer
Tourism Prince George

D 250 649 3213
M 250 562 3700
F 250 564 9807

Suite 101, 1300 First Avenue
Prince George
BC Canada V2L 2Y3

info@tourismpg.com
www.tourismpg.com

PG