

# TOURISM PRINCE GEORGE 2023 BUDGET PRESENTATION

DON'T BE SORRY  
FOR WHAT YOU SAID  
BEFORE YOU HAD  
YOUR MORNING  
COFFEE.

# PRINCE GEORGE



## Budget Overview - Revenues

Total projected revenue of **\$1,941,500**. An increase of 27% from 2022:

- 77% MRDT Funds
- 17% City of Prince George
- 6% other partnerships and revenue streams





## Budget Overview - Operating

Total projected expense of **\$583,370**. An increase of 6% from 2022:

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

## Budget Overview - Capital

Total projected expense of **\$32,500**. An increase of 69% from 2022:

- The expense amount will be used for capital equipment and small building improvements in 2023.

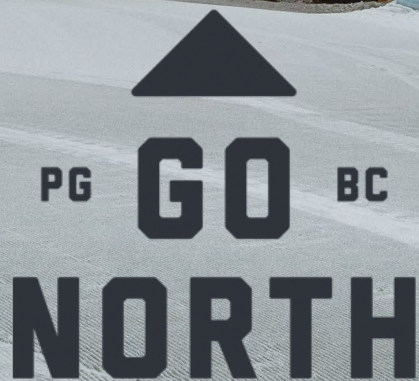




## Budget Overview - Marketing

Total projected marketing expenses of **\$1,365,990**. An increase of 18% from 2022:

- 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 2023

### 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

## 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](mailto:info@tourismpg.com)  
[www.tourismpg.com](http://www.tourismpg.com)

