

TOURISM PRINCE GEORGE 2023 BUDGET PRESENTATION

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

PRINCE^B
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:

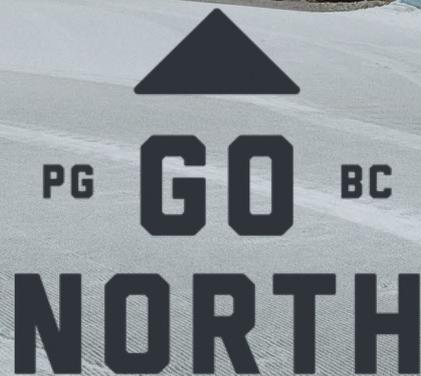
- The expense amount will be used for capital equipment and small building improvements in 2023.



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

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