

TOURISM PRINCE GEORGE 2024 BUDGET PRESENTATION



**PRINCE^B
GEORGE^C**



Budget Overview - Revenues

Total projected revenue of **\$2,265,000**. An increase of 17% from 2023:

- 77% MRDT Funds
- 14% City of Prince George
- 9% other partnerships and revenue streams



Budget Overview - Operating

Total projected expense of **\$516,640**. A decrease of 11% from 2023:

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

Budget Overview - Capital

Total projected expense of **\$300,000.**

- The expense amount will be used for the renovation of the Visitor Information Centre

Budget Overview - Marketing

Total projected marketing expenses of **\$1,598,360**. An increase of 17% from 2023:

- This includes delivery of all marketing and destination development activities





Key Focus Areas for 2024

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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