

TOURISM PRINCE GEORGE 2023 ANNUAL REPORT

6/24/2024



PRINCE^{BC}
GEORGE



Strategic Pillars

2

From the 2022-2027 Strategic Plan Tourism Prince George identified key target areas of focus for:

- Destination Development
- Business Development
- Marketing
- Visitor Services
- Industry Engagement
- Organizational Effectiveness



Overarching Goals

3

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



Destination Development Highlights

4

- Tourism Prince George expanded its corridor development by signing on as a community for the BC Bird Trail and BC Garden Trail.
- We hosted the second annual Long Table Harvest, that brought together the culinary community of local chefs, farmers, winery and breweries.
- Tourism Prince George supported The Lheidli T'enneh First Nation and the PGAA in the Airport Indigenization Project
- Work began on TPG Container Market Project



Business Development Highlights

5

- Tourism PG supported 37 events in 2023
- Established new leads for 23 more events and are working towards attracting those to PG.



Marketing Highlights

6

- 20 partner feature projects highlighting local stakeholders in PG
- 10 influencer or media trips in 2023.
- 5 new marketing video released in 2023:
 - Three Local Legends Videos
 - Two Greatest Hits Videos



Visitor Services Highlights

7

- 720 Hotel Rooms booked through tourismpg.com
- 30,000+ Experience Guides Downloaded or delivered
- 5,900 people visited the Visitor Centre in 2023. Over 6,000 people interacted with at mobile events
- Over \$88K in total revenue from gift shop sales.



Industry Outreach Highlights

8

- Visited 77 stakeholders conducting familiarization tours, inviting them to events, learning more about their offerings and ways to collaborate.
- Hosted the second annual Tourism and Hospitality Industry Night in partnership with CNC
- By the Numbers:
 - 29 B2B newsletter sent out
 - Distributed 14 news releases.
 - 63 news stories published or aired about, or including, Tourism Prince George



Organizational Effectiveness Highlight

9

- Continued effective governance provided by Board Members, strengthen inclusivity of organization policies.
- Refined our staff annual evaluations, job postings, and manuals to include important components such as diversity, equity and inclusion.
- In 2023, TPG became a Rainbow Registered organization through Canada LGBTQ+ Chamber of Commerce.



Financial Highlights

10

MRDT Revenue growth over past five years:

- 2019: \$ 1,264,761
- 2020: \$ 900,085
- 2021: \$ 1,332,400
- 2022: \$ 1,643,894
- **2023: \$ 1,935,604**

2023 year in review

- **Total Revenue: \$2,565,522**
- Total Operating: \$563,627
- Total Marketing: \$1,269,240
- Total Wages & Benefits: 732,655

ADVENTURE IS CALLING

THE BEST WAY TO CONTACT US

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