



**TOURISM PRINCE GEORGE
2025 BUDGET PRESENTATION**

**PRINCE^B_C
GEORGE**



Budget Overview - Revenues

Total projected revenue of **\$2,280,000**. An increase of 3% from 2024:

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





Budget Overview - Operating

Total projected expense of **\$689,829**. A
increase of 27% from 2024:

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



Budget Overview - Capital

Total projected expense of **\$30,000**. A decrease of 95% from 2024.

- Small capital costs for equipment and building improvements



Budget Overview - Marketing

Total projected marketing expenses of **\$1,560,172**. A decrease of 2% from 2024:

- This includes delivery of all marketing and destination development activities



Key Focus Areas for 2025

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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