

TOURISM PRINCE GEORGE 2024 ANNUAL REPORT

6 24 2025



PRINCE^{BC} GEORGE



Strategic Pillars

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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

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- 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

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- Supporting growth of Lheidli T'enneh led tourism initiatives including the Ancient Forest interpretive centre
- Led virtual accessibility focus tours in partnership with Spinal Cord Injury BC
- Supported the development and growth of new tourism products including mountain bike trails and new accommodation opportunities
- Launched pilot farm tour program encouraging visitors to explore local farms



Business Development Highlights

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- Supported 37 total events in 2024 that drove visitors to Prince George
- Supported 4 newly created events
- Secured two bids for major events in 2024



Marketing Highlights

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- Content creation continued to play a major focus, with assets focusing on evergreen pieces and strengthening the brand, website and current social media plan
- Seven social media influencer and media trips hosted
- Four major marketing campaigns on Mountain Biking, Winter Activities, Summer Activities and Fat Biking
- Participated in several Cooperative Marketing Campaigns



Visitor Services Highlights

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- The Visitor Centre construction took place in 2024 with a soft launch opening in November
- Operating out of the temporary container we engaged with over 7,900 visitors and distributed over 13,000 maps and guides
- Over \$46K in total revenue from gift shop sales
- Tourism Prince George provided mobile services at 28 events



Industry Outreach Highlights

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- Visited 23 stakeholders conducting familiarization tours, learning more about their offerings and ways to collaborate
- Hosted the third Tourism and Hospitality Industry Night in partnership with CNC
- 22 B2B newsletter sent out
- Distributed 8 news releases
- 42 news stories published or aired about Tourism Prince George and the community



Organizational Effectiveness Highlights

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- Continued effective governance provided by Board Members and strengthen inclusivity of organization policies
- Welcomed two new Board Members and provided Board Governance training for Tourism Prince George Board of Directors
- Continued as a Rainbow Registered organization and began work on becoming GreenStep Certified



Financial Highlights

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MRDT Revenue growth over past five years:

- 2020: \$ 900,085
- 2021: \$ 1,332,400
- 2022: \$ 1,643,894
- 2023: \$1,935,604
- 2024: \$1,809,696

2024 year in review

- Total Revenue: \$2,334,722
- Total Operating: \$263,353
- Total Wages: \$807,425
- Total Marketing: \$1,128,271

ADVENTURE IS CALLING

THE BEST WAY TO CONTACT US

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