



Tourism Prince George 2026 Budget Presentation

**PRINCE^B_C
GEORGE**



Budget Overview - Revenues

Total projected revenue of **\$2,286,000**. An increase of **3%** from 2025:

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





Budget Overview - Operating

Total projected expense of **\$659,000**. A decrease of approximately 5% from 2025:

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



Budget Overview - Capital

Total projected expense of **\$65,000**. An increase of **117%** from 2025.

- The increase **includes the** Board's approval to purchase a new vehicle for 2026.



Budget Overview - Marketing

Total projected marketing expenses of **\$1,562,000** An increase of approximately 1% from 2025:

- This includes delivery of all marketing and destination development activities



Key Focus Areas for 2026

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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