

# 2019 Annual Report Presentation to Mayor & Council

August 31, 2020  
Tracey McBride

*Tourism*  
**PRINCE GEORGE**  
*www.tourismpg.com*



# Agenda

1. Updates by Department
  2. COVID-19 Impact
  3. Challenges & Opportunities
  4. SupportPG Project
-

# UPDATES BY DEPARTMENT





A person wearing a black helmet, a yellow and grey t-shirt, and black shorts is riding a mountain bike on a wooden trail. The trail is made of wooden planks and is elevated above the ground. The background is a dense forest of tall trees. The text "MARKETING & BRAND" is overlaid in white, bold, sans-serif font across the middle of the image.

# MARKETING & BRAND

*Tourism*  
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*[www.tourismpg.com](http://www.tourismpg.com)*



## 2019 BY THE NUMBERS



**1 MILL**

SOCIAL MEDIA  
REACH\*



**38,000+**

USES OF  
#TAKEONPG



**27,294**

TOTAL SOCIAL  
MEDIA FOLLOWERS



**262,587**

TOTAL WEBSITE  
SESSIONS

*\*Facebook, Instagram, and Twitter*

*Statistics are current to Annual Report publication, and are drawn from various sources for each department.*

# MARKETING & BRAND

## 2019 MRDT Tactical Report

- Project #1: Collateral Production and Distribution
  - Project #2: Media Advertising and Production
  - Project #3: Website
-

# 2020/21 – THE ROAD TO RECOVERY

## Strong Partnerships

- Continued partnerships and alignment with City of Prince George, Destination BC, Northern BC Tourism Association, tourism partners and provincial sector associations to sustain and recover tourism growth during COVID-19 crisis and beyond.
  - Prioritizing actions to drive revenue and have relevant, positive long-term impacts to tourism industry for the remainder of 2020 and into 2022.
  - Examples:
    - Staycation packages
    - Acquire new content:
      - Videos/photography assets for strong social strategy,
      - Curating local storytellers,
      - National media and earned media stories on Prince George,
      - Launching new brand that resonates with outdoor spaces, health and diversity.
-

# 2020/21 – THE ROAD TO RECOVERY

## New Brand

- Tourism Prince George is excited to do a soft launch of the new brand and website in the last quarter of 2020 and continuing into 2021.
  - Work in 2020 will focus on content capture including videos, photography, story creation and ensuring all digital assets are “on brand” and have tracking metrics.
  - The brand will position the largest DMO in Northern BC as “The Basecamp to the North”, focusing on a balance of rural and urban – “rural urbanity, we’re making it a thing!”
-



A group of cross-country skiers are competing in a race, starting from a marked 'START' line. The skiers are wearing various colored bibs and gear, including blue, red, and white. The race is taking place on a snowy, groomed trail with a dense forest of evergreen trees in the background. A large white sign with the word 'START' in green letters is visible on the left side of the image. The skiers are in various stages of their stride, some leaning forward and others more upright. The overall scene is dynamic and captures the intensity of the competition.

# SPORT TOURISM

Tourism  
PRINCE GEORGE

[www.tourismpg.com](http://www.tourismpg.com)



## 2019 BY THE NUMBERS



**75%**

SUCCESS  
RATE ON BID  
SUBMISSIONS



**\$223,000**

TOURISM EVENTS  
PROGRAM  
FUNDING



**23**

EVENTS  
SUPPORTED BY  
SPORTPG GRANT



**4.4**

WPNSC ESTIMATED  
ECONOMIC IMPACT  
(MILLIONS)

*Statistics are current to Annual Report publication, and are drawn from various sources for each department.*



# SPORT TOURISM

## 2019 MRDT Tactical Report

- Project #5: Sport Tourism Industry Engagement
  - Project #6: Sport Event Enhancement Program
  - Project #7: Sport Tourism Sales Activities
  - Project #8: SportPG Brand Campaign
-



# 2020/21 – THE ROAD TO RECOVERY

## Supporting Sport Tourism Stakeholders

- Continue to monitor cancellations and postponements of sport tourism events, and assist event organizations with strategies for re-opening, media relations, best practices and navigating new COVID-19 protocols.
  - Continue to work with all sport tourism stakeholders on their return to sport plans as each sport requires a specific plan. Tourism Prince George is working most closely with organizations that are more willing to host events in the near future.
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# 2020/21 – THE ROAD TO RECOVERY

## Sharing Awareness

- Tourism Prince George believes there will be the opportunity to bid on events in 2022 and beyond. This will continue to be a major service we provide to the Sport community of Prince George.
  - Re-focused marketing tactics for this sector by building up visual assets, creating specific sports content & stories and integrating that into the new branding on the “Sports section’ on [www.tourismpg.com](http://www.tourismpg.com).
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# MEETINGS & CONVENTIONS

Tourism  
**PRINCE GEORGE**

[www.tourismpg.com](http://www.tourismpg.com)



## 2019 BY THE NUMBERS\*



**350**

EVENTS  
HOSTED



**176,176**

EVENT  
PARTICIPATION  
DAYS



**\$7.3**

ESTIMATED  
DELEGATE SPEND  
(MILLIONS)



**\$17.5**

TOTAL  
ECONOMIC IMPACT  
(MILLIONS)

*\*Statistics from Prince George Conference Centre*

*Statistics are current to Annual Report publication, and are drawn from various sources for each department.*



# MEETINGS & CONVENTIONS

## 2019 MRDT Tactical Report

- Project #9: M&C Industry Engagement
  - Project #10: M&C Event Enhancement Program
  - Project #11: M&C Sales Activities
  - Project #12: MeetingsPG Brand Campaign
-



# 2020/21 – THE ROAD TO RECOVERY

## Supporting Accommodations Stakeholders

- Hold accommodation sessions to gauge issues, best practices on re-openings for accommodations, share resources and tools.

## Industry Engagement Group

- Hold regular meetings (including one-on-ones) to listen to key industry players, share resources and tools, discuss how the industry will move forward in an innovative way through hybrid/virtual and in-person meetings throughout the COVID-19 pandemic. Discuss opportunities and priorities for the next few years.
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# 2020/21 – THE ROAD TO RECOVERY

## Branding/Awareness

- Strategize on re-focused branding/messaging, social media tactics in conjunction with the City of Prince George for a top-of-mind campaign while some larger facilities are closed, but hotel space is open to the meeting industry.
  - Curate more diverse, accessible visual assets, creating specific event/meeting content & stories and integrating that into the new branding on the “Meetings Section” on [www.tourismpg.com](http://www.tourismpg.com).
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# VISITOR SERVICES

*Tourism*  
**PRINCE GEORGE**  
*[www.tourismpg.com](http://www.tourismpg.com)*



## 2019 BY THE NUMBERS



**8,091**

TRAVEL PARTIES  
VISITING  
THE VIC



**13,396**

TOTAL VISITORS  
VISITING  
THE VIC



**4,610**

NIGHTS SPENT IN  
PRINCE GEORGE BY  
VIC VISITORS



**4,514**

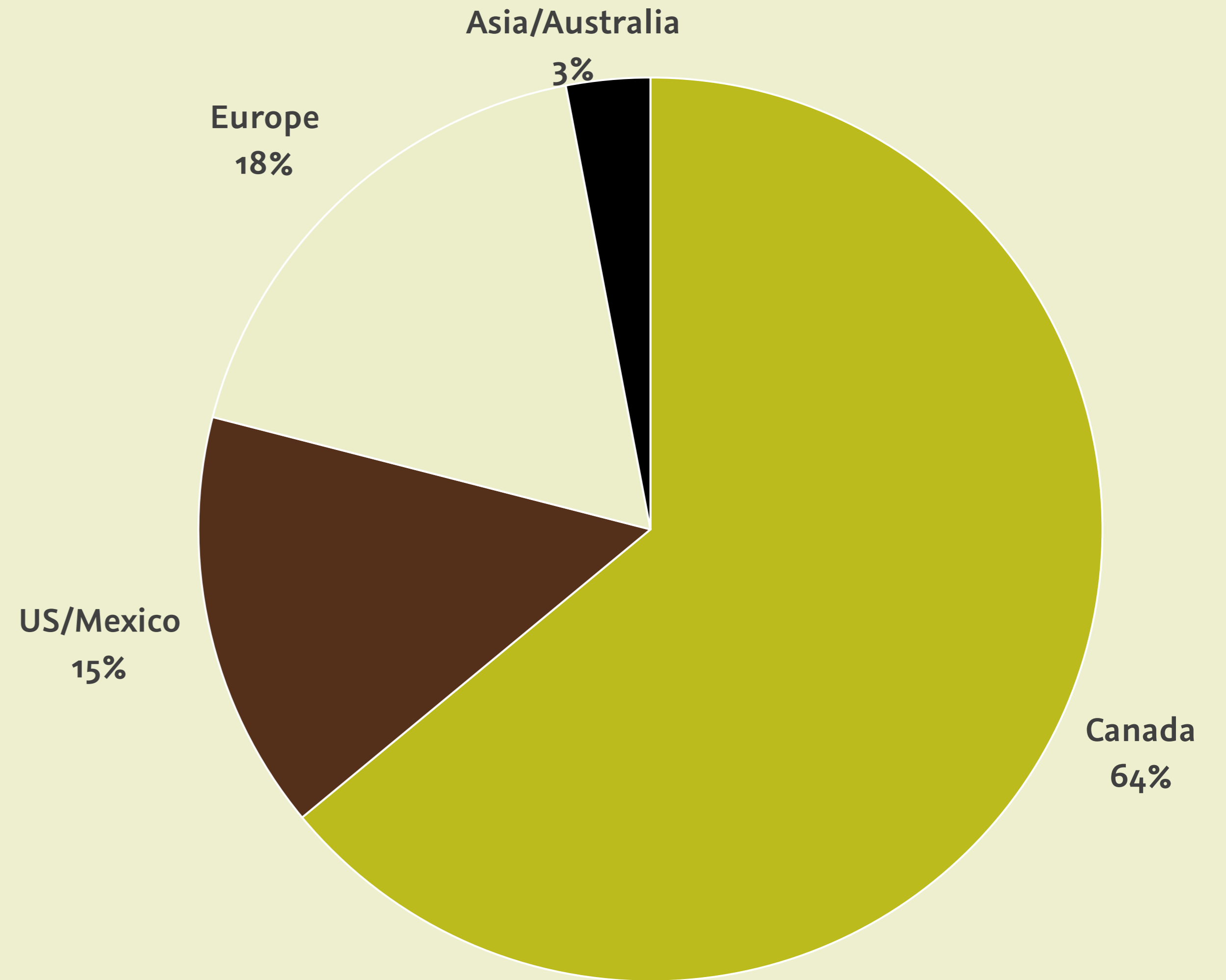
TOTAL GUESTS  
ASSISTED BY  
MOBILE SERVICES

*Statistics are current to Annual Report publication, and are drawn from various sources for each department.*



# TRAVEL PARTIES BY ORIGIN

■ <b>CANADA:</b>	<b>64%</b>
LOCALS:	32%
ELSEWHERE IN BC:	16%
ALBERTA:	4%
ELSEWHERE IN CANADA:	12%
■ <b>US/MEXICO:</b>	<b>15%</b>
■ <b>EUROPE:</b>	<b>18%</b>
■ <b>ASIA/AUSTRALIA:</b>	<b>3%</b>

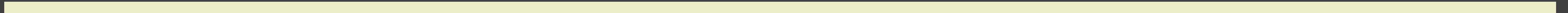




# VISITOR SERVICES

## 2019 MRDT Tactical Report

- Project #17: Ambassador Program





# 2020/21 – THE ROAD TO RECOVERY

## Visitor Services Future Options

- Continue to provide best in class visitor services in-person and virtually for Tourism Prince George by working closely with Destination BC and regional partners.
  - Continue to work towards getting inclusion through training, partnerships with community groups and adding accessible features physically and online as budget allows.
-



# 2020/21 – THE ROAD TO RECOVERY

## Visitor Services/Mobile

- Review best-practice examples of hybrid visitor services models across BC and Canada present options to the City of Prince George for future considerations.
  - Mobile services were cancelled but enhanced digital services are being developed as part of the new website launch to address the growing demand and new realities.
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# COMMUNICATIONS & ENGAGEMENT

*Tourism*  

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## 2019 BY THE NUMBERS



86

STAKEHOLDERS  
ON MEDIA LIST



223

SUBSCRIBERS  
TO B2B  
NEWSLETTER



5,257

SUBSCRIBERS  
TO B2C  
NEWSLETTER



927

LINKEDIN  
FOLLOWERS

*Statistics are current to Annual Report publication, and are drawn from various sources for each department.*



# COMMUNICATIONS & ENGAGEMENT

## 2019 MRDT Tactical Report

- Project #4: Media Tours
  - Project #13: Soft Adventure Experience Development
  - Project #14: Indigenous Tourism Development
  - Project #15: Sponsor Northern BC Tourism Summit
  - Project #16: Sponsor Chamber's Business Excellence Awards
-



# 2020/21 – THE ROAD TO RECOVERY

## Media Relations

- Continue to strengthen partnerships with local and provincial media stakeholders, and work with national outlets and publications such as CBC, InnFocus Magazine, BCAA Magazine.
- Continue to advocate on the power of tourism through presentations, town halls, media and blogs.

## Collaboration for SupportPG

- Continue to assist (lesser role) with: brand, content, and website development/strategy for SupportPG, a community website with business resources, an “open now” directory, health and wellness information, and good news stories.
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# 2020/21 – THE ROAD TO RECOVERY

## Experience Development

- Continue to work with the industry, Northern BC Tourism Association and others to identify and create learning and development opportunities with stakeholders to curate new and improved purchasable experiences for Prince George.

## Developing Industry Partnerships

- Partnerships remain a priority with weekly conversations/meetings with: City of Prince George, Northern BC Tourism Association, Destination BC, TIABC (Tourism Industry Association of BC), BCDMOA (BC Destination Marketing Association), CSTA (Canadian Sport Tourism Alliance), MPI, PCMA, Go2 Human Resources, BC Spinal Cord Injury Association, Chamber of Commerce, Community Futures, Prince George Airport Authority, UNBC, CNC, local MLAs and MPs, Downtown Prince George etc.
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# 2020/21 – THE ROAD TO RECOVERY

## Continued Support for Lheidli T'enneh First Nation

- Continued support for the Lheidli T'enneh Tourism Strategy (consultant hired to develop strategy) and job-sharing costs for an Indigenous Tourism Coordinator position continued for 2020-2021.

## Upcoming Training

- Working with the BC Spinal Cord Injury Association and the Lheidli T'enneh First Nation (among others) to deliver training opportunities and workshops for staff, Board of Directors, and stakeholders.
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# ADMINISTRATION

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GOVERNANCE



STAFF CAPABILITIES



POLICIES & PROCEDURES

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# 2020/21 – THE ROAD TO RECOVERY

## Organizational Effectiveness

- Continue to adopt best practices and monitor internal/external factors that could impact operational effectiveness and respond as needed.
- Revamp and refresh all business plans in conjunction with the City of Prince George, staff and the TPG Board of Directors.

## Staff Capabilities

- Monitor, and adapt, team member capacity and skills needed to respond to current and key industry trends, and continue to develop and retain team members who are enthusiastic, skilled, and feel valued.
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# 2020/21 – THE ROAD TO RECOVERY

## Continued Budget Flexibility

- Monitor, adapt, and make nimble changes to the Tourism Prince George budget.

## Grant Funding

- Administer applications for provincial and federal grants and subsidies, including wage subsidies.
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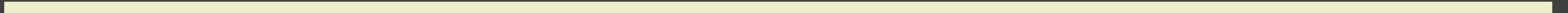


# COVID-19 IMPACT





# COVID-19 Global Impacts





# Travel & Tourism Global GDP

2019



**\$8.9  
TRILLION**

- 10.3% of global economy
- 3.5% Travel & Tourism GDP growth vs 2.5% real economy GDP growth

2020 Recovery Scenario



**- \$5.5  
BILLION  
LOSS**

- Down 62% vs 2019

Source: World Travel & Tourism Council



# Travel & Tourism Global Jobs

2019



**330  
MILLION  
JOBS**

- 1 in 10 jobs
- 1 in 4 of all net new jobs (over the last five years)

2020 Recovery Scenario



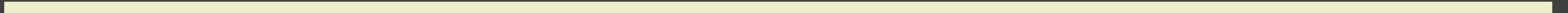
**-195  
MILLION  
JOB LOSSES**

- Down 60% vs 2019

Source: World Travel & Tourism Council



# COVID-19 Impacts in BC





# BC Total Tourism Revenue

2018

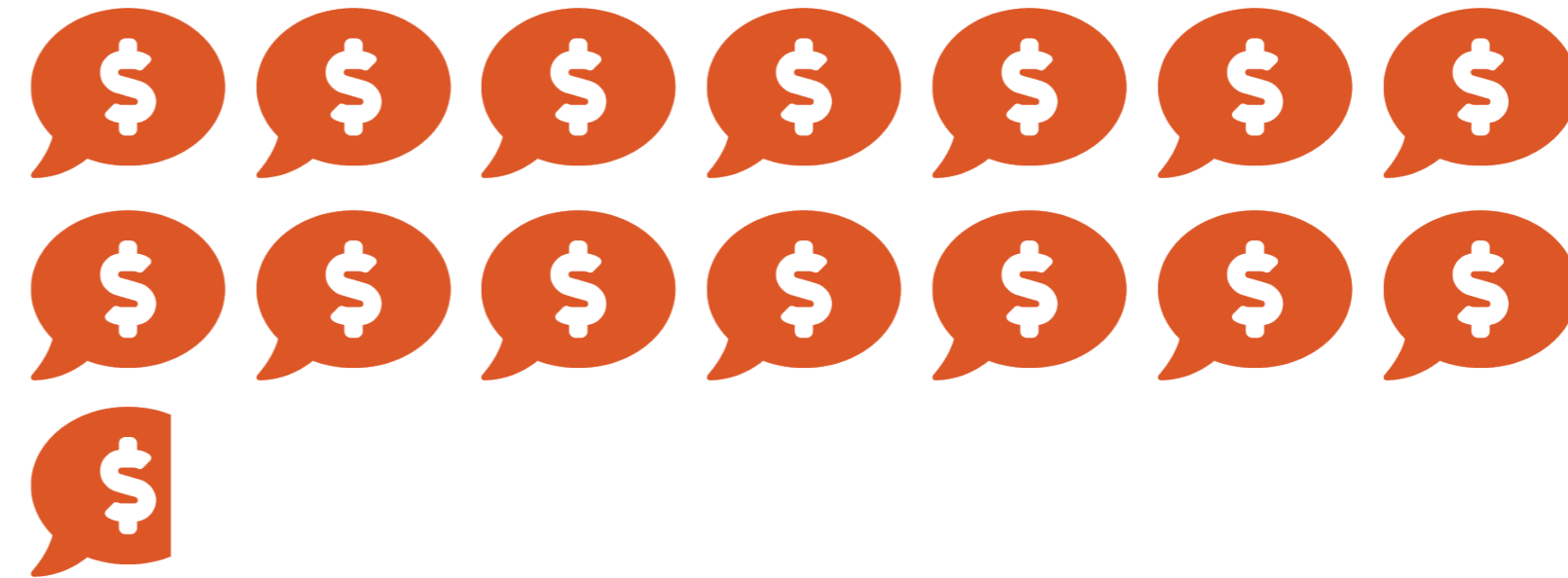


 = 1 BILLION

**\$20.5 BILLION  
ANNUAL REVENUE**

Source: Destination BC

2020 Recovery Scenario



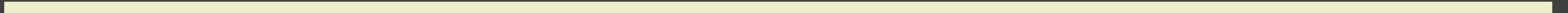
 = LOSS OF 1 BILLION

**LOSS OF \$14.8  
BILLION**

Source: TIABC



# COVID-19 Impacts in Prince George





# Local Impact – Preliminary Research

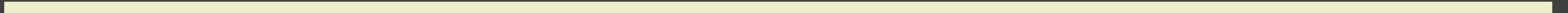
- Total Impacted Events: **75 to date**
- Prince George Conference & Civic Centre stats (March 17 – June 16, 2020)
  - Total Number of Events Lost: **47**
  - Delegate Spend: **\$ 522,258.00**
  - Non-Resident Delegate Days: **6,440.00**
  - Economic Impact: **\$ 4,949,898.00**
- Sport Tourism
  - **\$12.7 million\*** in lost economic impact
  - **21,000 hotel room nights\*** lost

*\*Early estimates based on preliminary research only*

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# TIABC Recovery Stimulus Package Proposal





# TIABC Recovery Stimulus Package Proposal

- July 2020, \$680 million

Component	Minimum Funds Requested	Benefits for Employment
Emergency Working Capital Support	\$475 million	Support and maintenance of over 120,000 jobs with front-line tourism businesses
Support for Adaptation Costs	\$190 million	At least 25,000 additional jobs
Support to Develop Resilient, BC-Based Supply Chains	\$15 million (\$5 million for subsector wide initiatives)	Increased employment at BC suppliers by at least 12,000 jobs



# OPPORTUNITIES & CHALLENGES





# Opportunities: What Are We Good At?



FUTURE  
PARA  
SPORTS



UNCROWDED  
ESCAPE



VIBRANT  
CULINARY &  
ARTS SCENE



STRONG  
PARTNERSHIPS  
(IE. LHEIDLI  
T'ENNEH)

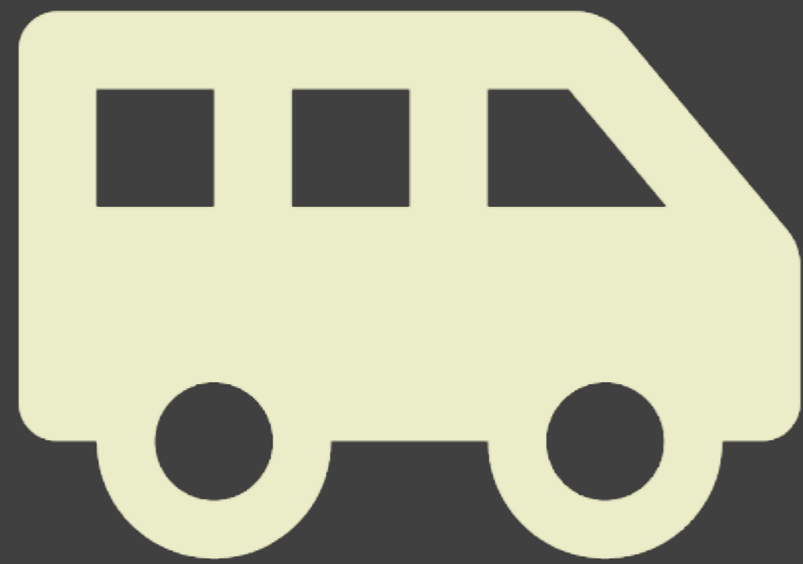


CULTURE &  
HISTORY  
OFFERINGS

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# Challenges: What Needs Some Work?



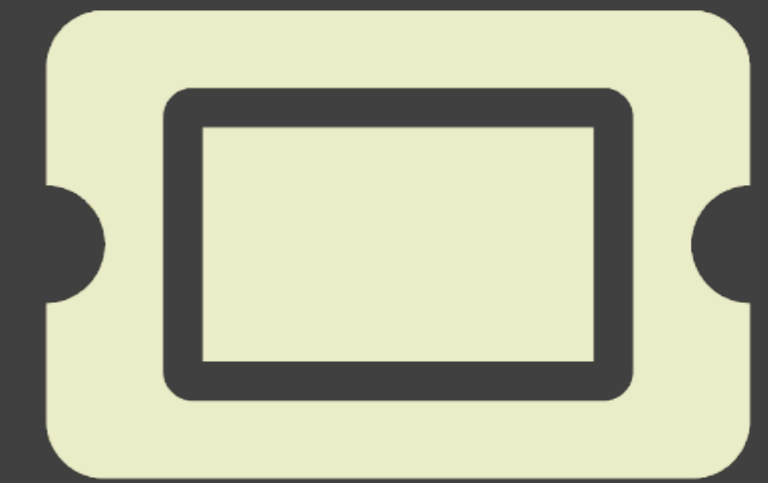
TRANSPORTATION  
TO VENUES &  
ATTRACTIONS



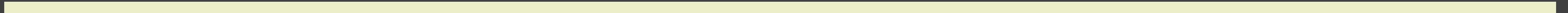
UNCERTAIN  
FUTURE  
FUNDING



LACK OF NEW  
TOURISM  
ENTREPRENEURS



NEED MORE  
PURCHASABLE  
EXPERIENCES





# SUPPORTPG PROJECT (DURING COVID-19)





# Support PG

## **11 community partners:**

- *CDMO: Tourism Prince George*
  - *RDMO: Northern BC Tourism Association*
  - City of Prince George
  - Prince George Chamber of Commerce
  - Prince George Airport Authority
  - BIA: Downtown Prince George
  - Aboriginal Business Development Centre
  - Women's Enterprise Centre
  - Community Futures
  - University of Northern British Columbia
  - College of New Caledonia
-



# #SupportPG Pledge

I am an advocate for the businesses of Prince George, and will support them today and going forward.

I promise to share the stories of individuals and businesses who are uplifting our community.

I add my voice to the collective thank you to the essential workers who are making this city proud.

I pledge to always (but now, more than ever)  
#SupportPG.







### Stay and Dine Getaway

\$150+ taxes/couple (based on double occupancy)

Enjoy a one night stay for two in a Superior King Suite and take in all the amenities the Prestige...

[Read More](#)



### Romantic Weekend Getaway

\$250+ (based on double occupancy)

Enjoy a one night stay in a deluxe two queen guestroom and take in all the amenities the Prestige Treasure...

[Read More](#)



### Mid-Week Camping Pack

\$125

Enjoy a fabulous two night mid-week family staycation at Salmon Valley Campground. Upon your arrival, you will receive a Birch...

[Read More](#)



### Love is in the Air

\$200

Enjoy a Wine Flight on the Northern Lights Estate Winery Bistro patio which includes four two-ounce pours of Northern Lights...

[Read More](#)



### Girls' Night Out

\$120/person (based on 4 people)

Enjoy a private tasting experience while fully submersed in the Northern Lights Estate Orchard! This one of kind experience offers...

[Read More](#)



Thank you!

*Tourism*  

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**PRINCE GEORGE**  

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