TOURISM PRINCE GEORGE BUDGET PRESENTATION

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BUDGET OVERVIEW – REVENUE

- Total 2021 Revenue projections - $1,122,925 (decrease of 49% in MRDT Revenue from approved 2020 budget)
    - 19% City of PG
    - 70% MRDT
    - 11% Other (Provincial Grants, Private Partnerships, Advertising Sales, Merchandising Sales, etc.)

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BUDGET OVERVIEW – OPERATING

- Total projected operating costs of $405,100 (15% decrease from approved 2020 budget)
- This includes delivery of Visitor Services and operational costs for the Destination Marketing Organization (DMO)

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BUDGET OVERVIEW - CAPITAL

- Total projected capital costs of $25,000 (67% decrease from approved 2020 budget)
- This annual expense will be used for the following in 2021:
  - Equipment/Projects with shelf-life (branding) - $25,000
  - Tradeshow booths, re-branding promotional material

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BUDGET OVERVIEW – MARKETING

- Total projected marketing costs of $735,500 (35% decrease from approved 2020 budget):

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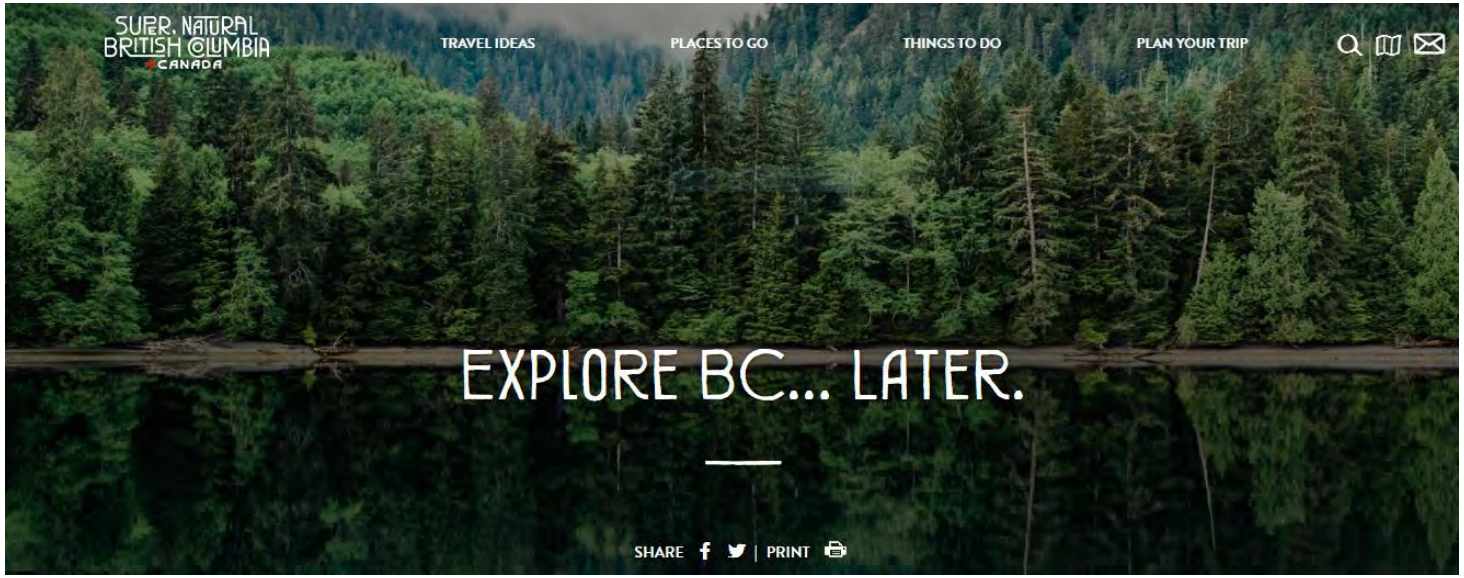
RECENT ADDITIONS TO 2021 BUDGET

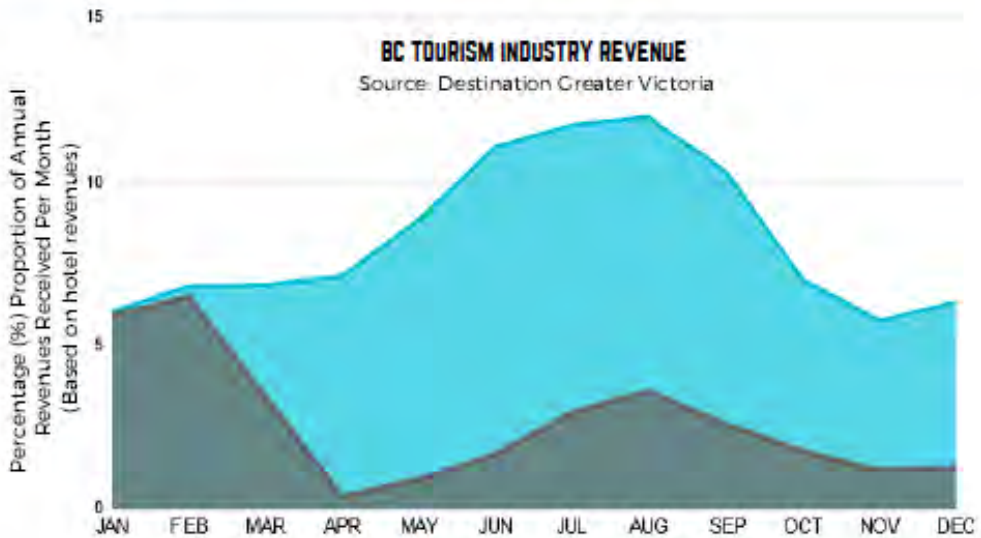


- **Projected surplus in 2020 due to restricted spend**
- **2021 recommended additional spend: $150,000 for:**
  1. Content Development
  2. Destination Development
  3. Organizational Efficiency/Strategies
  4. Marketing

B.C. COVID IMPACTS

COVID outbreak	Tourism revenues	Job losses	Government revenue	Brand equity
Travel and mobility restrictions (March 17, 2020)	$14.8 billion loss (BC, 2020)	114,524 job losses	Estimated $3.2 billion loss (all levels)	Generational losses in destination and business brand equity

Industry Group	2019 Employment	2020 Employment	% Change
Accommodation and food services	186,900	95,400	-49.0%
Information, culture and recreation	138,500	89,600	-35.3%
Service sector (minus tourism industries)	1,755,900	1,567,400	-10.7%



TOURISM IN THE COVID/POST-COVID WORLD

Response

When: now, in crisis

What:
- Support emergency communications and management
- Pause all paid marketing
- Exception...organic search and social to inspire future travel
- Prepare for Recovery with major launch of domestic campaign
- Initiate provincial engagement on Iconics

Recovery

When: once travel restrictions are lifted (summer/fall 2020, TBD)

What:
- Significant domestic campaign to drive immediate travel
- Coordinate with key partners BC Ferries, BC Parks, ICBC, BCAA etc.
- Partnership with DC, Alberta

Where: Domestic (BC, AB, ON) and US short-haul Drive and Fly (WA, OR, CA)

Resilience

When: once international travel resumes (winter 2020 / spring 2021, TBD)

What:
- Resume domestic and international marketing;
- Focus on BC's iconic routes and areas – in development over the coming months.

Where: Domestic and International key markets

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TOURISM PG COVID IMPACTS

- Total Impacted Events: 75 to date (June 2020)
- Prince George Conference & Civic Centre stats (March 17 – June 16, 2020)
- Sport Tourism
- $12.7 million* in lost economic impact
- 21,000 hotel room nights* lost

**Early estimates based on preliminary research only*

OVERALL FOCUS FOR 2021

1) Data-driven decision making
2) Continued partnerships & collaboration
3) Strategic marketing & destination development tactics
4) Enhanced communications
5) Organizational Effectiveness

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1) DATA-DRIVEN DECISIONS

- Invest & apply research
- Invest in technology and tools
- Invest in training
- Refine marketing plan
- Create content plan
- Refresh five-year strategy

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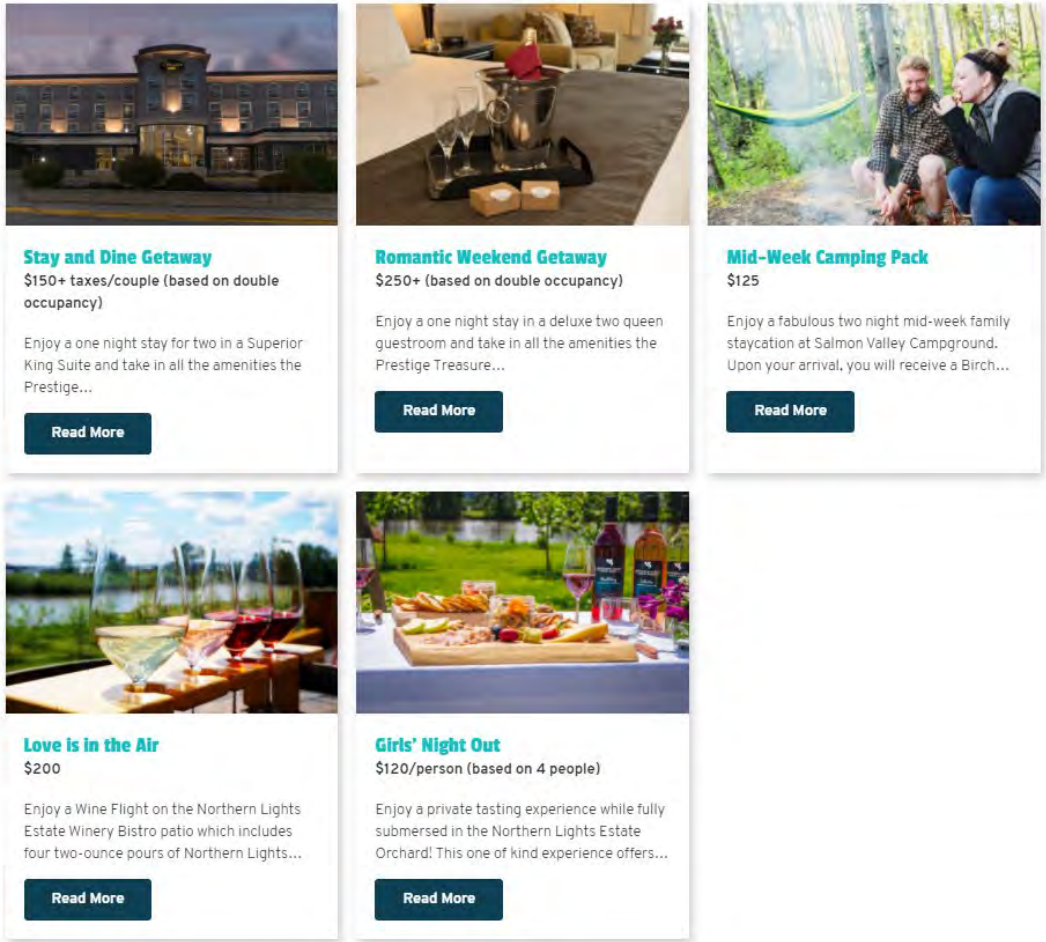
2) PARTNERSHIPS

- Collaborate with other stakeholders
- Address our community's greatest needs.
- Activate pride of place Keeping your community's spirits up
- Engage local residents ambassadors and local influencers



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3) STRATEGIC MARKETING/DESTINATION DEVELOPMENT

- Focus on new branding initiatives/pride of place based on data
- Lead & partner with Northern B.C. Tourism/LTN on destination development- research, experiences/content
- Sustainable practices-UNBC project
- Gathering Prince George specific data
- Refine roles, plans post-COVID
- Prepare strategic insight reports on visitor services & conference/sports sector

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4) ENHANCED COMMUNICATIONS

- Develop branded content
- Share new content with partners
- Collaborate on public relations/content
- Cross-post and promote local initiatives
- Enhance National media exposure
- Keep top-of-mind in sports & conference sectors
- Share relevant tourism industry supports & opportunities

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4) ENHANCE COMMUNICATIONS

- Communicate with audience based on their needs and current state.
- Be present & responsible: transparent, informative and visitor first
- Keep destination top-of mind while being sensitive to audience's realities
- Authenticity: stay true to your Place DNA®
- Highlight the destination in creative ways
- Inspire civic pride

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5) ORGANIZATIONAL EFFECTIVENESS

- Adapt to new and shifting reality
- Create a culture of empathy and caring
- Proactive operational plan
- Realignment in staff/ operational infrastructure
- Utilize/develop the right tools, systems, & technology

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THE BEST WAY TO CONTACT US

Tracey McBride
Chief Executive Officer
Tourism Prince George

D 250 649 3218
M 250 562 3700
F 250 564 9807

Suite 101 1300 First Avenue
Prince George
BC Canada V2L 2Y3

info@tourismpg.com
www.tourismpg.com

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