



**PRINCE^B_C
GEORGE**



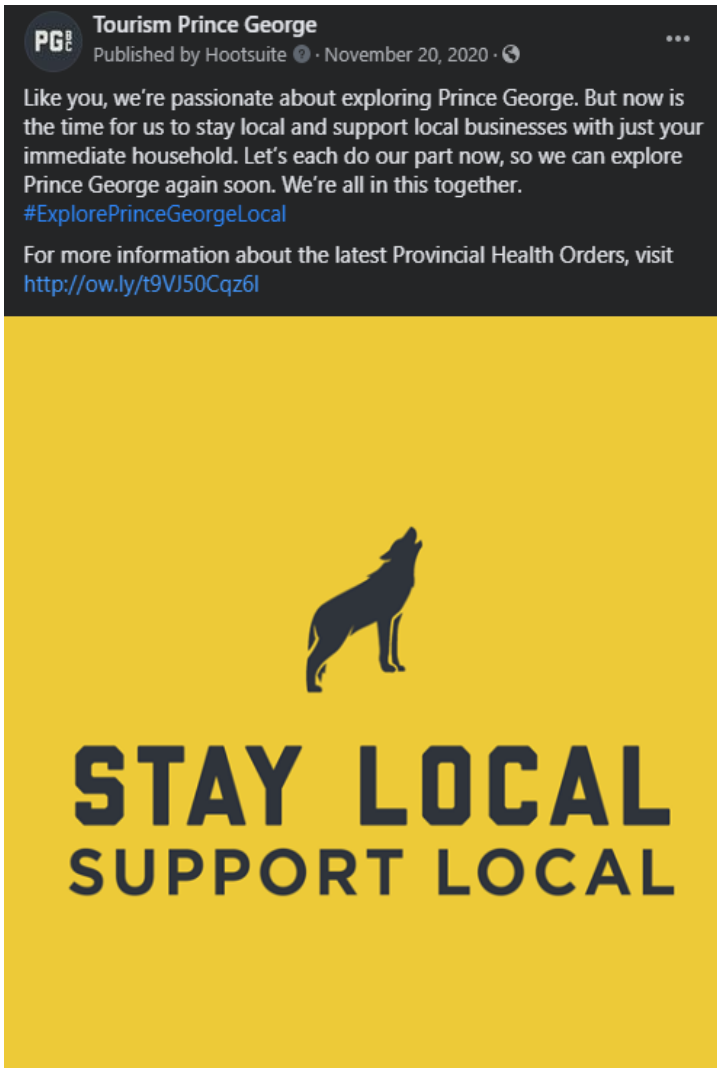
- COVID -19 was the overwhelming story of 2020. Tourism generates \$21.5 billion in BC in a normal year
- Tourism PG had to pivot in 2020:
 - Creation of SupportPG
 - New Brand
 - Content Gathering
 - New strategies and tactics
 - New partnerships
- Hundreds of events in Prince George that drive visitation were cancelled, postponed, or never realized due to COVID -19

COVID -19 Impacts

- Over 100 events were cancelled or could not occur in Prince George in 2020 due to COVID -19.
- Over 21 Millions dollars to the local economy that was not realized
- Estimated 40,000 hotel room nights

MONTH	DATE		STATUS	Attendees	Estimated Economic Impact
April	24-26	Northern Emergency Support Services Training	Postponed then cancelled	250 attendees	\$278,835
May	13-15	North Central Local Government Association Conference	Cancelled	400 attendees	\$446,136
May	19-21	B.C. Chamber of Commerce AGM	Cancelled	250 attendees	\$278,835
June	10-11	Bio-Commerce Conference	Cancelled	300 attendees	\$223,068
October	1-2	Chartered Professionals in Human Resources of BC & Yukon 16th Annual Northern Symposium	Cancelled	100 attendees	\$74,356
October	22-24	B.C. Principal & Vice Principal Conference	Cancelled	350 attendees	\$390,369
January	26-28	Natural Resource Conference	Cancelled to virtual	1000 attendees	\$1,003,806
March	12-15	B.C. Tourism Association Conference	Cancelled to virtual	300 attendees	\$446,136

MONTH	DATE	2020	STATUS	STEAM
MARCH	14-22	World Women's Curling Championship	Cancelled	\$4-5 million
MARCH	25-28	Western Canadian Ringette	Postponed to 2021 then cancelled	\$730,000
MARCH	26-29	PG Ski Club Teck Open 3	Cancelled	\$200,000 (based on 2019 event)
APRIL	2-5	Kelly Cup and Ladies Bonspiel	Cancelled	70,000
APRIL	24-25	PG Open Regional Judo Tournament	Cancelled	\$50,000 (estimate)
APRIL/MAY	April 27-May 2	Badminton Masters	Cancelled	\$765,717
JUNE	14-15	PG Track & Field - Spruce Capital Meet	Cancelled	\$200,000 (estimate)
JULY	9-12	Lacrosse Bantam Provincial Championships	Cancelled	1.1 Million (based on Soccer provs)
JULY/AUGUST	July 31 - Aug 3	Canadian Native Fastball	Moved to 2021	\$3,464,807
SEPTEMBER	4-6	International Practical Shooting Confederation Provincial	Moved to 2021	\$30,000 (based on 2019 event)
JANUARY	23-24	BC Cup - Cross Country Skiing	Cancelled	\$50,000 (based on 2019 event)
FEBRUARY	19-21	Western Canadian Biathlon	Cancelled	\$100,000 Estimate
MARCH	22-25	BC Hockey Provincials	Cancelled	300,000 (Based on 2019 event)
APRIL	2-5	Kelly Cup and Ladies Bonspiel	Cancelled	70,000
APRIL	24-25	PG Open Regional Judo Tournament	Cancelled	\$50,000 (estimate)



- Followed Destination Canada and Destination BC's response,
- Marketing and messaging was focused on region, local and BC audiences
- The new brand was launched in September 2020
- Collaborative meetings with other organizations in the city were held to continue to strategize on ways to collect shared visual assets
- Partnerships were formed with local organizations to create SupportPG.ca
- Some niche sector support was still provided but emphasized content creation, digital promotions and local travel
- Supported local tourism businesses with an emphasis on restaurants and hotels who were hit the hardest
- New digital processes and tools were deployed such as CrowdRiff for more user-generated images,
- A year-round strategy for content asset collection and new marketing strategy based on relevant market research was also initiated.



Sport Tourism

- All sports tournaments stopped during COVID -19 and the role of Sports Manager evolved
- Focus on gathering research, information and keeping informed on issues from the local, provincial, and national level.
- Input was provided to assist with safe re-start strategies
- Increased demand for local leisure traffic in 2020 led to a need for further marketing support, Manager of Sport Tourism assisted with these content initiatives.
- Manager of Sport Tourism took on corporate communications, organized industry engagement sessions, and managed local media relations and internal reports.

Meetings & Conventions

- All in-person meetings were halted and City-wide facilities were eventually closed for conferences and large gatherings
- This resulted in the termination of many key employees at the City for sports and conference events as well as eventually the position of Manager of Meetings and Conferences for Tourism Prince George.
- A sports, conference and events strategy was RFP'd and awarded to Meet Local
- There will be a new strategy that highlights best practices, organizational models, roles and responsibilities, goals and budgets to advise Tourism Prince George



- Improve industry and team engagement and overall internal and external communications.
- More professional, branded corporate documents were created, better communication and media relation processes and tracking was initiated
- The Manager of Communications & Engagement provided strategic leadership in the creation of SupportPG.ca
- Tourism virtual town halls and engagement sessions were developed
- Enhanced communication both virtual and when possible in person was a focus for 2020 to ensure the tourism sector's voice was heard regarding impacts from COVID-19.
- Media releases/engagement (Jan to Dec, 2020):
 - TPG conducted over 50 media interviews throughout 2020
 - TPG distributed over a dozen news releases throughout 2020
 - 67 hits and 1.2 million impressions

Partnerships

- Continue 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
- Prioritized actions to drive revenue and have relevant, positive long-term impacts to tourism industry for the remainder of 2020 and into 2022.



- Visitor Centre operations were impacted as the centre closed March 13th in compliance with Provincial Health Orders.
- On July 1st the centre re-opened with a complete COVID - safety plan but had to re-close during the second wave on October 1st, 2020.
- Tourism Prince George received grant from Destination BC to assist with physical modifications and sanitization measures a grant from Service Canada Summer Canada Jobs for 100% funding of three summer staff for visitor servicing for eight weeks in totals.
- The rest of the year all visitor servicing was done through emails, calls, and digital engagement through our social media .
- A visitor services and engagement study was initiated
- Due to closures and no revenue coming from our storefront retail area Shopify was launched . This allowed for a new POS system for inventory, better tracking
- Savings will be realized in 2021 from the POS/inventory system along with reduction in staff time and more accuracy for year -end financials.



Destination development is the management of supply of tourism products and experiences. This process is not done in isolation and it is very collaborative. In order for a destination to realize sustainable, responsible tourism growth many partnerships are necessary. This was more evident in 2020 than ever. Destination development is the long game and most tactics take years to realize and need fostering annually.

- Some great work has been done with partnerships across the North to grow some unique experiences from outdoor adventure circuits (Route 16, Go North Camping Initiative, Fishing, Ride North Mountain Biking, The Northern BC Ale Trail and Northern BC Golf Corridor) to cultural and heritage tourism offerings (Indigenous Tourism Strategic Plan and Content Development, ICONIC asset development in alignment with Destination B.C. tourism growth plans).
- Northern B.C. Tourism Association has a ten-year destination framework that Tourism Prince George works under to activate and provide support. This addresses everything from: experience development, infrastructure, signage, transportation, policy needs, business training and labour market issues.
- A tourism strategy for Lheidli T'enneh Nation was completed in 2020 along with a new content video that Tourism Prince George was pleased to partner on. Looking forward in 2021 and beyond this strategy will go a long way to position our area for new experiences and demand for authentic Indigenous tourism products.



- Refined training for Board of Directors & staff
- Revamped Board Governance Policy Handbook
- New onboarding presentations for staff and board
- New digital forms for board engagement
- New technology - Simpleview to assist with data and customer relationship management
- New online POS/inventory systems
- Revamped performance reviews, work plans aligned with strategic priorities
- New online payroll system

COVID -Related Publications Produced:

- New policy update for staff handbook
- New COVID safety & restart plan for public/staff
- COVID bulletins/webpage

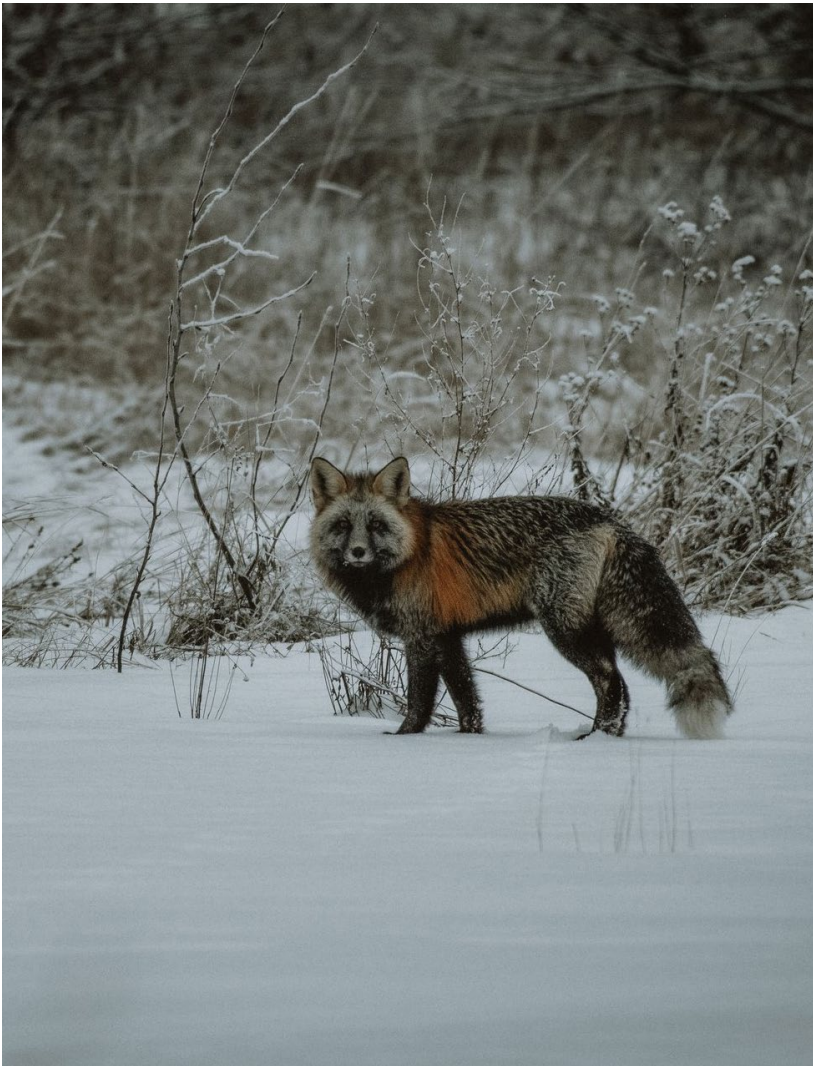


SupportPG

- Partnered with 11 organizations to create a website that allows businesses to access the resources they need to sustain or pivot their business during the COVID-19 pandemic
- SupportPG builds community connections by sharing good news stories and inspiring local heroes
- SupportPG Pledge

Community Support

- Activate pride of place, work to keep up community spirit
- Collaboration with other community stakeholders
- Engage local residents as ambassadors and local influencers



Destination Development:

- Support Indigenous tourism - Lheidli T'enneh First Nation's Tourism plan
- Continue to work with industry, government and other associations to advocate for Tourism resiliency support
- Enable the Northern BC 10-Year Destination Development Strategies – pertaining to Prince George
- Work with partners on increasing industry market-readiness and experience enhancement through joint training, and programs.
- Work with tourism operators and partners to continually increase the accessibility and sustainability
- Work with partners on creative market development opportunities

Sport Tourism:

- Continue to work with local sporting organizations, City of Prince George on future sports bids
- Prepare top-of-mind promotional campaigns and new content for the sports section of website
- Continue advocacy and support of industry
- Support the 2022 BC Summer Games as Director of Protocol
- Continue to work with consultants on the Tourism Prince George sports, conference and events strategy
- Utilize and align the new branding for Prince George into 'top of mind' campaigns as a premier hosting destination.

Communications & Engagement:

- Continue advocacy and engagement with government
- Continue engagement sessions with applicable partners
- Work closer with the City of Prince George, Northern B.C. and others on joint media relations and story creation
- Continue partnerships on content creation and initiatives that support enhanced communications.



Meetings & Conventions:

- Prepare top-of-mind promotional campaigns and new content for meetings/convention section of website
- Continue advocacy and industry liaison regarding solutions for restart of safe conferences
- Continue to work with consultants on the Tourism Prince George sports, conference and events strategy
- Utilize and align the new branding for Prince George into 'top of mind' campaigns
- Continue to work with partners on tactics and strategies to retain significant larger annual conferences for Prince George
- Prepare to host the 2022 BC Hospitality and Tourism Conference

Branding & Marketing:

- Advertising will focus on strengths from outdoor adventure year-round, to culinary and cultural activities, Indigenous tourism experiences, history attractions and the basecamp for all Northern adventures.
- Digital activities will include SEM and digital banners, contesting and engaging content on our social media channels, including storytellers' blogs and vlogs, will also be used to increase impact
- Curate and work with partners to gather new visual assets in video
- Continue with the refreshed branding for Prince George
- Work with partners like the City of Prince George, Lheidli T'enneh Nation and others for broader adaption and implementation of the refreshed brand.
- Continued alignment with Lheidli T'enneh Nation's new tourism strategy
- Enhancing the "Rural Urbanity" themes of the new brand with content and promotions.
- Year-round content plan and strategy in alignment with Destination B.C.



Visitor Services:

- Monitor innovations in visitor services and implement new tools/programs
- Review the Digital Kiosk Program to see if there is still demand for touch-screen options.
- Review more digital assets like map apps for hiking, fishing and other popular visitor-related requests for download options.
- Continue with strategy for Visitor Services Re-imagination.
- Conduct visitor survey with postal code capture to assist with future marketing research.
- Refresh all staff training at the centre to identify gaps, opportunities and initiatives to be more welcoming and inclusive
- Work with other organizations for more training on inclusiveness and diversity for staff and the Board of Directors.
- Enhance the visitor services' section online
- Provide mobile services to selected events or outdoor locations if feasible in 2021.
- Continue to refine online processes for visitors and staff

Organizational Effectiveness:

- Rollout for new CRM and data management
- Continuation of automation of financial processes (payroll/timesheets)
- Onboarding and refinement of POS and inventory tracking
- Refinement of cost-savings and improvement on budget forecasting through new data-collection from hotel partners
- Digital options for internal and external feedback, surveys and research
- Examination of overall structure, positions, possible partnerships, policies and alignment with new strategy recommendations and objectives post-COVID.

THE ROAD LESS TRAVELED HAS JUST BEEN CROWNED WITH A NEW DESTINATION





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