



PRINCE RUPERT
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TOURISM PRINCE RUPERT

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FOR IMMEDIATE RELEASE

Tourism Prince Rupert Launches Summer Marketing Campaign to Support Local Business

Prince Rupert, July 6th, 2020 – Tourism Prince Rupert has launched a new marketing campaign that will run from July 6th until August 17th, 2020. Now that BC has moved into Phase 3 of the provincial Restart Plan, travel within the province is once again permitted. In Prince Rupert, many businesses rely on tourism every summer season to support their annual operations. This summer's campaign, titled *See for Yourself*, is intended to help support Prince Rupert's local small business and accommodation sector by once again encouraging both locals and visitors to explore the city and its offerings. This campaign will bring the magic of Prince Rupert to both locals and travellers by sharing exclusive and limited-time offers from over twenty local businesses, from accommodation providers and dining establishments to retail boutiques and outdoor adventure operators. Building upon the awareness and engagement of 2018's *Nothing to See Here* and 2019's *For Your Eyes Only* campaigns, this summer's *See for Yourself* campaign is all about the idea that Prince Rupert's uniqueness can never be fully translated through images & videos. Prince Rupert is a hidden gem on the coast of BC, and to truly experience it, you have to See for Yourself.

From June 12th – 19th, 2020, Tourism Prince Rupert conducted a Resident Travel Sentiment Survey in partnership with the Small Business Recovery Task Force, which provided our organization with some key insights into how most Prince Rupert residents feel about travelling in 2020, as well as their thoughts about visitors coming to Prince Rupert this summer. In light of this, we recognize that a number of Prince Rupert residents remain tentative about visitors to Prince Rupert this summer, and therefore the campaign will kick off with two weeks of promotions aimed specifically at encouraging locals to explore their own backyard. This could be through a promotion for a dining experience that they've been missing, or the opportunity to win local prize packages. Before expanding our reach to welcome other travellers to Prince Rupert, we want to welcome our local friends, family, and neighbours to see the city with fresh eyes.

Next, from July 19th – August 17th, we will open up select offerings to our nearby neighbours across the Northern BC region, inviting them to experience a change of scenery in Prince Rupert with exclusive accommodation deals & discounts on outdoor adventure offerings such as golf and flightseeing. The intention of the *See for Yourself* campaign is to encourage travel to Prince Rupert in a way that is both sensitive to the concerns of residents and supportive of our local small businesses who rely on the tourism sector to bolster their annual revenue. The campaign will be delivered in completely digital formats, with sponsored social media, online advertising, and email newsletters translating the unique promotions we've secured aimed at supporting Prince Rupert's tourism sector.

"Tourism Prince Rupert has been carefully listening to the needs, desires, and concerns of our stakeholders, who range from Prince Rupert residents and business owners to tour operators and regional tourism organizations. In order to support our local tourism economy through this challenging time, this campaign has been developed not only to drive new business to our local tourism and small business sectors, but also to create new opportunities for local & regional residents to safely explore our magnificent region once again."

- Ceilidh Marlow, Executive Director, Tourism Prince Rupert

With the ongoing effects of COVID-19 being felt by every business in Prince Rupert and the tourism sector remaining one of the hardest hit by the COVID-19 pandemic, Tourism Prince Rupert is dedicated to providing support, resources, and information to help our local tourism-dependent businesses get through this challenging time. Following the lead of the Provincial Health Office, Destination BC and Northern BC Tourism, we are confident that BC residents can once again explore our province and support the tourism economy in a safe and respectful manner. Further information about our response to COVID-19 and an updated list of available resources is available on our corporate website at www.tourismprincerupert.com. Stay tuned to our social channels at @visitprincerupert and our visitor website at www.visitprincerupert.com for 6 weeks of exciting promotions as we marketing our 2020 *See for Yourself* campaign.

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