



PRINCE RUPERT
DISCOVER OUR NATURE

TOURISM PRINCE RUPERT
2021
ANNUAL
REPORT



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INTRODUCTION

Tourism Prince Rupert is an independent not-for-profit society with a mandate to stimulate sustainable prosperity for the Prince Rupert region as a world-renowned tourism destination. We aim to lead local tourism marketing and destination development initiatives through education, advocacy, and collaboration with both community and external stakeholders. Tourism is an extremely important part of British Columbia's economy, bringing in over \$18 billion dollars annually. Northern BC is British Columbia's largest tourism region, covering 569,000 km² of the province with more than 60 provincial, national, and marine parks, and wildlife refuges that offer access to globally unique ecosystems and priceless cultural heritage treasures..

In Prince Rupert, tourism revenue supports a significant section of the local economy, from charter fishing, fishing lodges, and wildlife tours, to seaplane charters, museums, hotels, and restaurants. But the economic benefits generated by the tourism sector in Prince Rupert reach beyond just tourism-specific businesses: retail, hospitality, and dining establishments that operate all year round rely on the busy summer tourist season as well.

Tourism is also a significant factor in Prince Rupert's quality of life offerings, which play a role in every major local employer's ability to recruit and retain their workforce, affecting Prince Rupert's economy as a whole.

In 2021, despite ongoing challenges with the COVID-19 pandemic and the resulting travel restrictions, Prince Rupert experienced a busy summer season, with visitor numbers to the community increasing substantially from 2020. Hotels, restaurants, and local tourism operators all reported a busy season, with the primary demographic once again mostly regional and provincial travellers, with some influx from other Canadian provinces. In the summer of 2021, Tourism Prince Rupert was able to activate a successful summer marketing campaign in partnership with seven local photographers, highlighting a diverse range of local perspectives and experiences in Prince Rupert on our social media channels.



INTRODUCTION

Co-operative marketing programs in partnership with other provincial Destination Marketing Organizations (DMOs) also continued in 2021, allowing Tourism Prince Rupert to target individual sectors and demographics most relevant to Prince Rupert's tourism offerings. Some regular tourism activities, such as Tourism Prince Rupert's annual partnership with BC Ferries, our participation in travel to consumer shows, and cruise ships docking locally, were once again not able to continue in 2021.

With travel restrictions ongoing in 2021 and some marketing efforts restricted, Tourism Prince Rupert also shifted its focus to destination development with the successful application to several provincial grant programs. A number of local tourism infrastructure projects are now underway locally, positioning 2022 and 2023 to be very exciting years for tourism development in Prince Rupert.



COVID-19

In 2021, the tourism sector in British Columbia continued to face many challenges related to the COVID-19 pandemic and the resulting travel restrictions. That said, in the spring of 2021, the COVID-19 vaccine was made widely available in Canada, with most communities in British Columbia receiving their first dose by the end of July. This resulted in the Province of British Columbia allowing a phased reintroduction of travel, starting with regional, then provincial travel opening up in the summer of 2021. This marked an important step forward in re-opening the tourism sector, further bolstered in the fall of 2021 when the Province of British Columbia introduced the vaccine passport, allowing restaurants, gyms, and organized gatherings to operate like normal with no capacity restrictions, given that all patrons can provide proof of full vaccination. Cruise ships also remain banned until 2022 by order of the Government of Canada, prohibiting all pleasure craft in Canadian Arctic waters and cruise vessels in all Canadian waters until February 28, 2022.

In the early part of 2021, Tourism Prince Rupert, in accordance with DBC guidelines and regulations, suspended all marketing campaigns and froze any spending until the second phase of BC's Restart Plan came into effect on June 15th, 2021.

During this time, Tourism Prince Rupert maintained communication by sharing key messaging outlined by Destination BC, encouraging travellers to follow provincial and regional health guidelines (#explorebcclater) on its primary platforms: Twitter, Facebook, and Instagram. Tourism Prince Rupert also continued to frequently update a COVID-19 resource page on our website with information released by the B.C Public Health Office to be used as a resource for individuals looking to understand Prince Rupert's current health guidelines. These advisories included COVID regulations on public and individual gatherings, dining, travel, sports & activities, businesses, offices, & workplaces. These updates were also circulated locally via Tourism Prince Rupert's monthly newsletter to keep local stakeholders up to date with the most current information and to provide resources on COVID-19 funding programs to assist businesses struggling during the pandemic.



COVID-19

MAIN CHALLENGES

Siting challenges with staffing as an effect of the pandemic and completing restoration work, the North Pacific Cannery did not open this summer. Prince Rupert Adventure Tours remained closed for most of the season, with an impromptu opening of several whale watching tours in August and September. The Museum of Northern BC operated on reduced hours. These three tourism service providers are among Prince Rupert's largest and most sought-after experiences. Many visitors expressed disappointment with not being able to access the experiences they had intended. A lack of local product at an accessible price-point was not unique to Prince Rupert. Many Visitor Centre managers reported a lack of local products and services to provide to visitors as one of their main challenges this season.

IMPACTS & SAFETY PLANNING

The Prince Rupert Visitor Information Centre followed all Provincial Health Orders and opted to provide masks to all visitors of the Centre if required. This service has been offered during both mandatory and optional mask wearing protocol.

Key messages and best practice-documents provided by the Northern BC Tourism Association and Destination BC have been valuable tools to ease communication with visitors. Below are some examples of different protocols implemented at different stages of summer operations in the Prince Rupert Visitor Information Centre.

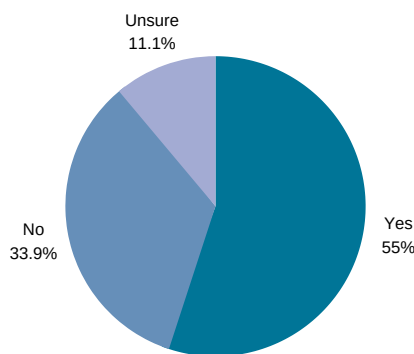
- August 25th, masks required by all visitors and staff over the age of 12 years old
- August 25, maximum occupancy limit of 25 people in the facility at a time
- One designated door as entry point and two separate designated exit doors
- Traffic flow guided in one direction
- Contact tracing request upon arrival
- Icons on the floor to mark safe spacing and flow of traffic
- Plexiglass installed at the service desk as a safety barrier on all sides
- Signage at sanitation stations and communicating mask requirements
- Staff continuously sanitize equipment and high touch surfaces every 45 minutes
- Employees practicing appropriate distancing measures at workspaces
- Every staff member required to disclose symptoms or treatment of Covid-19 and asked to stay home if ill on a weekly basis.

RESIDENT TRAVEL SENTIMENT SURVEY

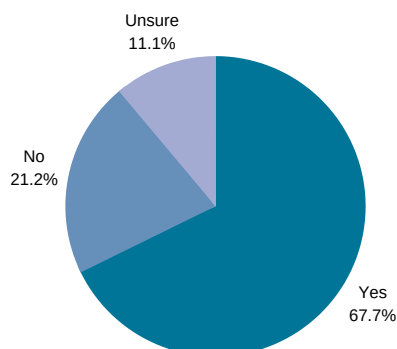
In 2021, The Northern BC Tourism Association conducted a resident sentiment survey for Prince Rupert that provided Tourism Prince Rupert with valuable information on how the community felt in response to the possibility of visitors starting to return. Tourism Prince Rupert used this information as a guiding principle for how to conduct marketing in the summer of 2021.

From May 17-21, 2021, Northern BC Tourism surveyed 1,277 residents from Prince Rupert, Terrace, Smithers, Prince George, Dawson Creek, Fort St John, Fort Nelson, Kitimat. The purpose of this poll was to gauge resident sentiment and understanding regarding tourism and tourism related activities in their region.

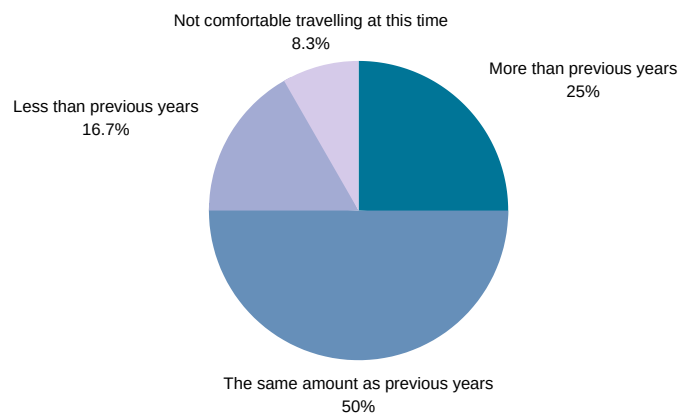
Q: I BELIEVE THAT MY COMMUNITY IS PREPARED TO WELCOME VISITORS FOR OVERNIGHT STAYS.



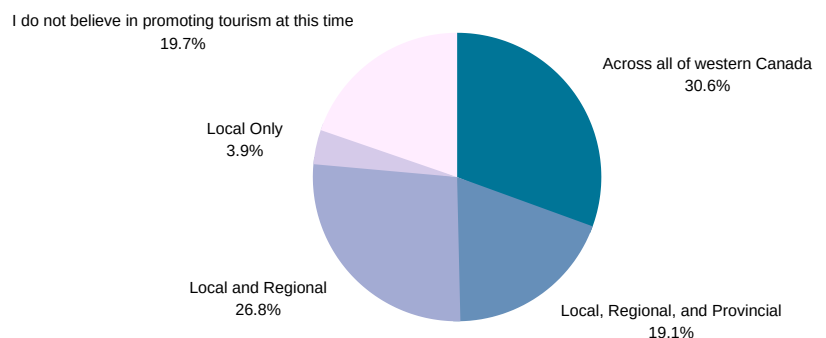
Q: I BELIEVE THAT TOURISM PROVIDES GOOD EMPLOYMENT FOR LOCALS.



Q: THIS SUMMER I INTEND TO EXPLORE THE NORTHERN BC REGION:

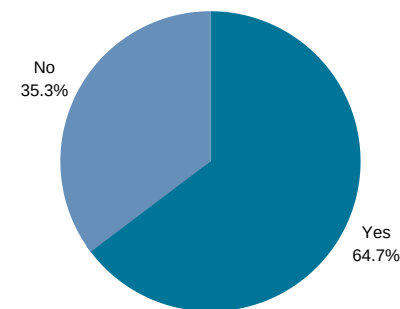


Q: I BELIEVE MY REGION SHOULD BEGIN PROMOTING AND MARKETING TO POTENTIAL VISITORS FROM:

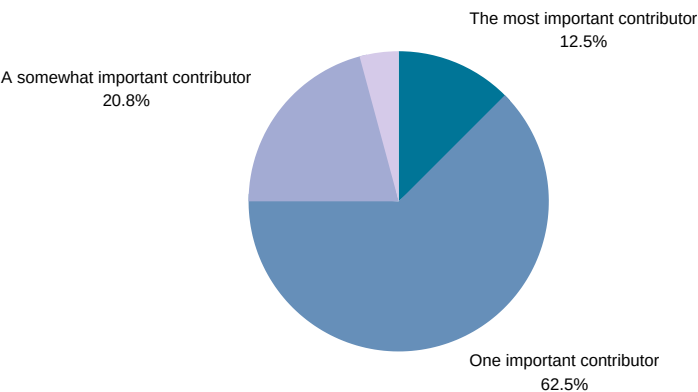


RESIDENT TRAVEL SENTIMENT SURVEY

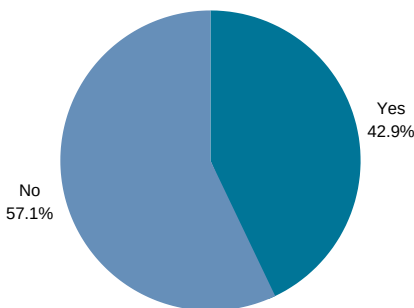
Q: MY COMMUNITY IS A GOOD PLACE TO OPEN A TOURISM RELATED BUSINESS. (YES/NO/UNSURE)



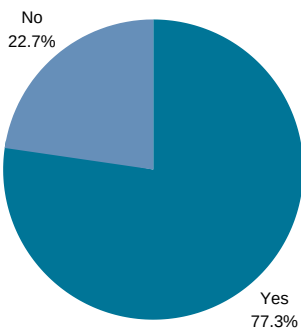
Q: I BELIEVE THAT TOURISM IS AN IMPORTANT CONTRIBUTOR TO MY COMMUNITY:



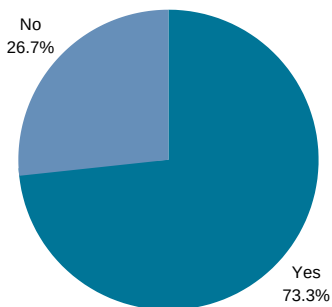
Q: MY COMMUNITY HAS ACTIVELY SUPPORTED THE TOURISM INDUSTRY.



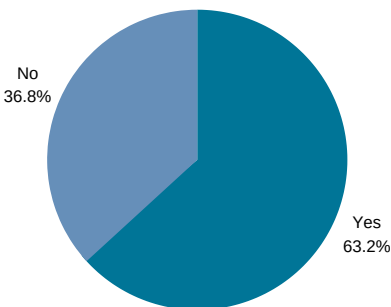
Q: I BELIEVE THAT MONEY SPENT ON PROMOTING TOURISM IN NORTHERN BC IS A GOOD INVESTMENT. (YES/NO/UNSURE)



Q: I BELIEVE THAT MY LOCAL ELECTED OFFICIALS UNDERSTAND TOURISM AND ARE WORKING EFFECTIVELY WITH INDUSTRY IN MY COMMUNITY.



Q: I BELIEVE THAT TOURISM IN MY COMMUNITY SHOULD BE CONSIDERED A FUNDING PRIORITY . (YES/NO/UNSURE)



MARKETING

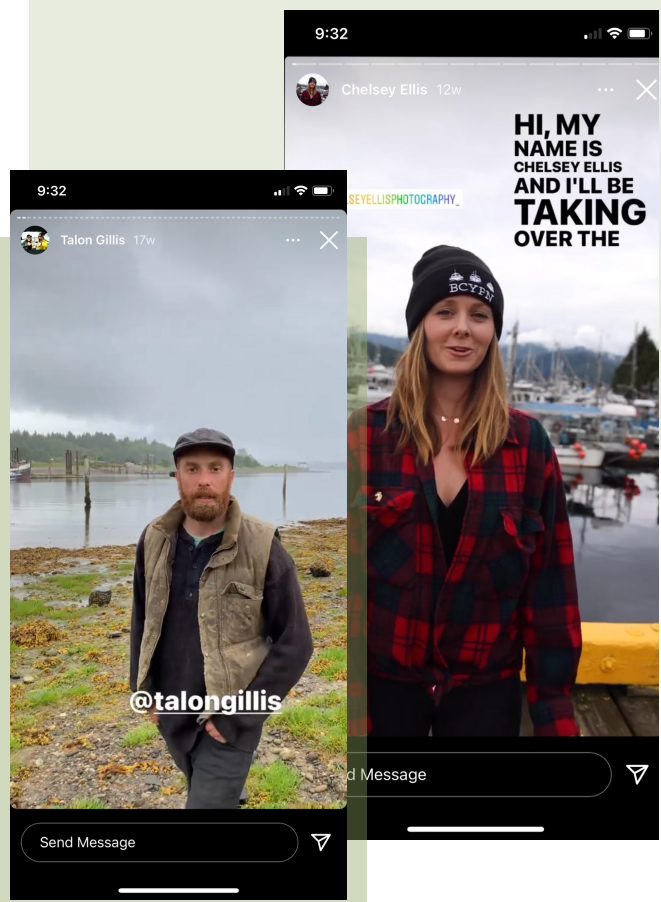
Marketing is traditionally a large component of Tourism Prince Rupert's annual activities in support of its mandate to increase visitation to the area through marketing, destination development, and collaboration with local and regional stakeholders. Tourism Prince Rupert is responsible for marketing Prince Rupert as a world-class tourism destination. We promote Prince Rupert all year-round through our website, social media, visitor guide, and email list. We also launch new campaigns to increase awareness & visitor rates every year. In 2021, our summer campaign, titled "Portraits of Prince Rupert" tested the effectiveness of using organize social media posts to highlight the work of local photographers. We also continued to participate in several co-operative marketing programs with other communities in BC, such as Fishing BC, the BC Ale Trail, and more. Despite ongoing travel restrictions, marketing efforts in 2021 saw a marked increase in engagement and interest in travel to Prince Rupert.



PORTRAITS OF PRINCE RUPERT

In the summer of 2021, Tourism Prince Rupert was able to successfully conduct a regional summer marketing campaign, launching a pilot for an organic promotion without the aid of an external marketing consultant agency.

The campaign ran from July 16th to August 26th, 2021, and involved collaboration with seven photographers based in and around the Prince Rupert area to showcase different perspectives of the area, with the tagline, "See Prince Rupert through a different lens."



MARKETING

PORTRAITS OF PRINCE RUPERT

The intention of this campaign was to provide an inspirational themed marketing initiative in accordance with the Provincial Health Orders to help maintain a positive representation of the local Prince Rupert community and surrounding areas. This campaign also provided an opportunity to act as a pilot for collaboration with local influencers and content creators. Tourism Prince Rupert successfully partnered with seven (7) local photographers that each had a 'takeover' slot in Tourism Prince Rupert's Instagram channel, on the weekends from July 16th – August 29th, 2021.

Photographers:

- Simon Ratcliffe
- Talon Gillis
- Donpanolo
- Clearly_Coastal
- Brandon Broderick
- Mike Ambach
- Chelsey Ellis

Each photographer committed to a minimum of three posts and six stories during the course of their takeover. Tourism Prince Rupert was able to successfully double our KPIs from last year's campaign without the use of paid social and an external marketing agency, proving the viability of organic social media, as well as Tourism Prince Rupert's ability to execute a campaign with outsourcing the creative development process.

CAMPAIGN RESULTS

7

local photographers

278

new followers on Instagram
(compared to 147 during 2020's campaign)

5,340

social media engagements
(compared to 2,129 during 2020's campaign)

5,627

website visits
(compared to 3,418 during 2020's campaign)

KEY TAKEAWAYS

The biggest takeaway from this campaign was the positive community response we experienced to using local figures for followers to engage with. We received positive comments and messages about this on both Facebook and Instagram. We found that collaborating with local content creators received more positive feedback overall through organic reach and engagement than through paid social. Organic social has less reach, but higher engagement & website traffic hits than our paid social campaigns in the past. Followers spent more time interacting with our social accounts than they did with other campaigns in the past, and website hits correlated with each photographer spotlight, helping us evaluate who to partner with in the future for high rates of engagement.

MARKETING

BC FERRIES CAMPAIGN

TPR is a major partner in the annual Northern BC Tourism BC Ferries and Communities Campaign again, which was extremely successful in 2019, and was scheduled to run again in 2021 after taking a hiatus in 2020. Tactics include television promotions and commercials, newsprint features, and a targeted online presence:

- Television promotions and brand commercials generally run on Global BC, primarily in the Metro Vancouver and Vancouver Island markets starting in early April. A contest with on-air mentions on the Global BC Morning News runs provincially in April and May.
- Space for online ads is secured through Media Experts, accessing BC Ferries' existing preferential relationship with the company. A programmatic buy generally starts mid-April for six weeks.
- Newsprint advertorials in the Vancouver Sun and Province generally run in April as well.
- The campaign also includes a contest component that has received over 11,000 entries for a grand prize of one BC Ferries Vacations Inside Passage Wilderness Circle Tour (value: \$2,500).



Unfortunately, due to the COVID-19 travel restrictions & limited marketing budgets in 2021, this campaign was put on hold again this year, to hopefully be resumed in 2022.



MARKETING

VISIT NORTHWEST BC

In 2020, Tourism Prince Rupert partnered with Tourism Smithers, Kermodai Tourism, Tourism Kitimat, the Regional District of Kitimat-Stikine, and Nisga'a Tourism to develop the Visit Northwest BC Coop program, launching a summer campaign through the Visit Northwest BC website & social media channels. In 2021, The Northern British Columbia Tourism Association (NBCTA) was invited to participate and assist in steering the coop's overall marketing direction.

New communities were also added in 2021, expanding the coop's range to Prince George, BC. In collaboration with the marketing agency Partner & Hawes, the Visit Northwest coop launched a successful 2021 campaign titled "Discover What You're Missing" that included the creation of a new Instagram page that reached over 400 followers and drove increased traffic to the Visit Northwest coop website. NBCTA and the Northwest COOP continue to collaborate and finalize plans for the 2022 season.

CAMPAIGN SUMMARY

- Launching in early August, a targeted digital marketing campaign was deployed to promote the 10-community partners: Prince George, Smithers, Bulkley-Nechako, Hazelton, Stewart, Terrace, Kitimat, Nass Valley, Prince Rupert, and the Stewart-Cassiar Highway.
- Each community received advertising support and their own creative execution utilizing the "Discover What You're Missing" campaign.
- Organic social media, programmatic digital display, and paid social media were used to reach and build engagement with the desired audiences.
- The campaign established a dedicated NWBC Instagram account and utilized EnviroNics segmentation.

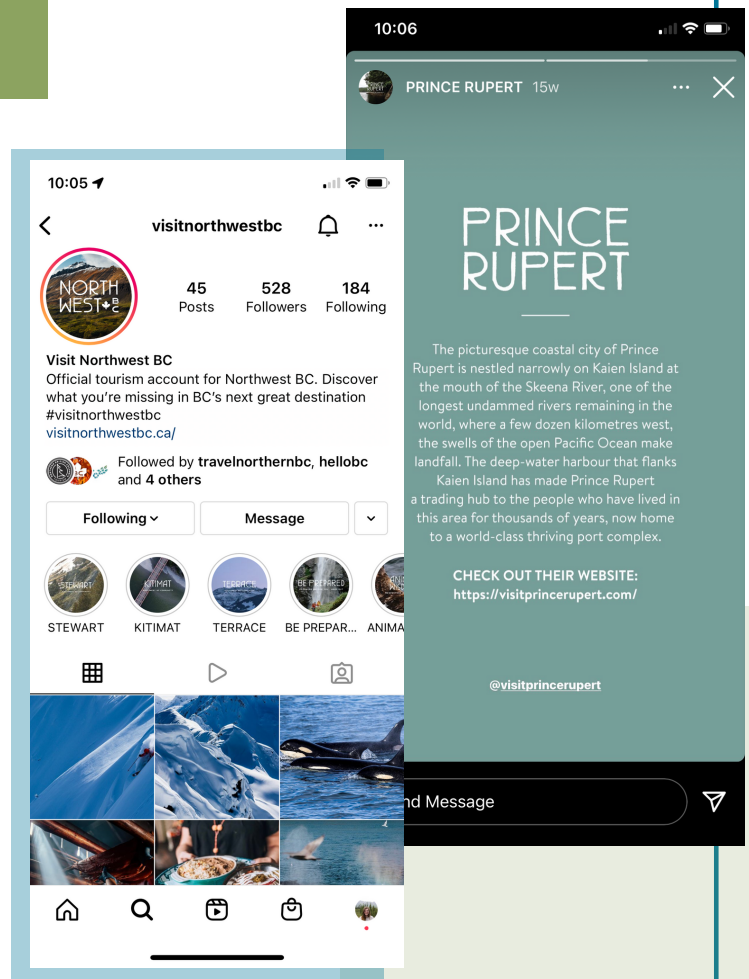
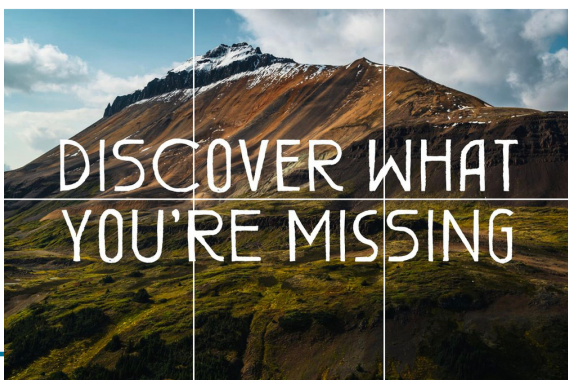


MARKETING

VISIT NORTHWEST BC

CAMPAIGN RESULTS:

- Paid media investment generated a total of 12.0k clicks through to the website landing page.
- Paid social media provided the most clicks generating 70% of all interest.
- New Instagram account grew audience to over 400 followers.
- Programmatic advertising delivered the remaining 30% of leads with a click thru rate well above DBC norms.
- Programmatic reached families with children between 10-18 reacted best to the campaign, while Social reached an older traveller interested in outdoor activities.
- BC outperformed Alberta as would be expected, as the health crisis worsened in Alberta, results started to decline.
- Using 10 pieces of dynamic video content served us well as we sought to captivate targeted audiences with our messaging.



- Having a wide variety of assets featuring stunning locales, and shared in a playful manner allowed us to produce some great results in this campaign.
- The top performers for content included Boya Lake, Exstew Falls, Babine Mountains and Giant Spruce Park, however, it's worth noting that Nisga'a Museum and Hagwilget Bridge also generated strong interest with audience members.

MARKETING

DESTINATION BC COOP MARKETING PROGRAMS

In addition to developing our own unique marketing campaigns, Tourism Prince Rupert participates in a number of Coop Marketing Programs endorsed by Destination BC each year. In each of these programs, multiple communities or organizations contribute financially, and funds are often matched by Destination BC through their official Coop Marketing program. These programs are usually regional (meaning they support the promotion of a specific area or region) or sectoral (meaning they support the promotion of a specific activity or sector, such as fishing or golf). Due to COVID-19 travel restrictions and subsequent changes to marketing plans for 2021, each of these programs activated differently than in past years, but for most, we were still able to produce some marketing materials for 2021 and engage with the relevant audiences in interesting ways.



FISHING BC

Fishing BC is a partnership between the BC Fishing Resorts and Outfitters Association (BCFROA), Freshwater Fisheries Society of BC (FFSBC), and Sport Fishing Institute of BC (SFI), supported by Destination BC. Tourism Prince Rupert joined Fishing BC in 2020, and therefore marketing efforts under this coop program are still new to our annual strategy. The initiative joins together fishing sector stakeholders in one collaborative effort to market BC as the world-class fishing destination that it is. The initiative is intended to bring together BC's fishing tourism sector stakeholders, both freshwater and tidal water to generate greater marketing impact, raise the profile of the sector and increase the number of anglers in BC.

In 2021, Fishing BC was unable to conduct its annual content production trip to Prince Rupert, but new photography and videography was provided from the 2020 initiative to help Tourism Prince Rupert activate social media interest in the local fishing sector. Tourism Prince Rupert also conducted a poll to the local fishing charter industry to better understand consumer segmentation and how best to market Prince Rupert's fishing sector for the 2022 season.

MARKETING

DESTINATION BC COOP MARKETING PROGRAMS

BC ALE TRAIL

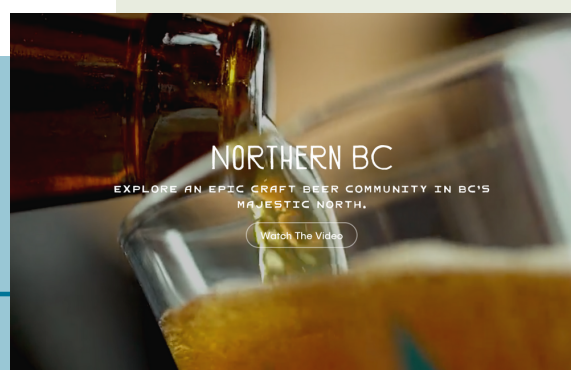
The Northern BC Ale Trail launched in 2018 showcasing craft breweries and tourism products from Prince Rupert to Valemount. In Prince Rupert, Wheelhouse Brewing is showcased through the BC Ale Trail website at bcaletrail.ca and through their digital marketing campaigns promoting the Northern Ale Trail.

In 2021, Tourism Prince Rupert once again supported the BC Ale Trail. The BC Ale Trail had a successful fall marketing campaign, which included a carousel post with paid advertising on social media, primarily Instagram, to promote Wheelhouse Brewing's Oktoberfest Lager. Tourism Prince Rupert, in collaboration with Wheelhouse Brewing, also hosted an Instagram giveaway to increase online engagement. This consisted of merchandise and 1 pack of the feature beer for two winners. Wheelhouse Beer reported to have had an increase in sales for its feature beer in correlation with the BC Ale Trail campaign.



RESULTS

- Impressions: 281,812
- Reach: 100,917
- Clicks: 1,344
- Men clicked through 69%
- Cost per result: \$0.70
- Women clicked through 28%
- Cost per result: \$0.85



MARKETING

DESTINATION BC COOP MARKETING PROGRAMS

BIG COAST TV / GREAT BEAR RAINFOREST PROJECT

The Great Bear Project is a community-building communications and marketing initiative designed to promote awareness and development of tourism and consumer assets within Great Bear Rainforest (GBR) and its access points, including Prince Rupert in the north. The GBR and North and Central Coasts provide a unique challenge in consortium and partnership building. The Great Bear Project has aimed to assist with developing marketing assets, access, promotion and destination development.

Through working with like-minded community partners in showcasing the West Coast and GBR, the project delivers high-quality content and consumer marketing assets for traditional media, online, and social media. These include HD video features, short-form vignettes, still images, and social media activity covering the area from Prince Rupert to Bella Coola to Rivers Inlet. From ocean boating to nature and wildlife, First Nations culture to ecotourism and sustainable sport fishing, the Great Bear Project tells wild stories from BC's true frontier.

In 2021, Big Coast delayed planned Season 15 Spring production in Prince Rupert until travel and pandemic advisories were lifted in mid-July, at which time they were able to take the Inside Passage route from Vancouver to Prince Rupert, arriving July 22 for nine days of filming. Given the many operations and lodges that were still closed, Big Coast focused its production in Prince Rupert proper and spent eight days boating/fishing the Rupert and North Coast area. With a mission to promote the diverse angling opportunities, they fished both halibut and salmon, also spending a great deal of production time on boating and wildlife, specifically killer and humpback whales. In 2021, Big Coast produced two episodes from Prince Rupert as well as a third running from Prince Rupert to Hartley Bay and area.

Each episode airs 14 times weekly over a 52-week run on six different broadcasters including: World Fishing Network US National Sportsman Channel Canada Canada National CHEK TV Vancouver Island/Lower Mainland CKPG TV Prince George/Prince Rupert/North CFJC TV Kamloops/BC Interior CHAT TV Alberta/Saskatchewan Broadcast audience reach is estimated at 1.25 million cumulative annually. Content is also featured on Big Coast YouTube Channel and Social Media Channels (Instagram/Facebook/ Twitter).

MARKETING

DESTINATION BC COOP MARKETING PROGRAMS

NORTHERN BC GOLF CORRIDOR

The Northern BC Golf Corridor is a coop program supported by Destination BC as part of the Golf in British Columbia program. In 2021, when comparing pre-pandemic rounds played to today, rounds have grown by 27% nationally over 2019, which is considered tremendous growth in an industry that was best described as slightly declining or flat prior to the start of the COVID pandemic. National golf club year-to-date revenues are also showing an increase of 25% over 2020, which is also a promising sign.

Prince Rupert Benefits:

- Continued inclusion as a featured golf course on GolfinBritishColumbia.com, now with our own pages as well.
- <https://golfinbritishcolumbia.com/bc-golf-courses/prince-rupert-golf-club/>
- Inclusion on the BC Golf Map
- Inclusion in BCGMA's \$253,060 provincial golf marketing program for British Columbia.
- Content addition to the BC Content Hub for images/b-roll supplied with a third-party usage agreement.

HIGHWAY 16 CONSORTIUM

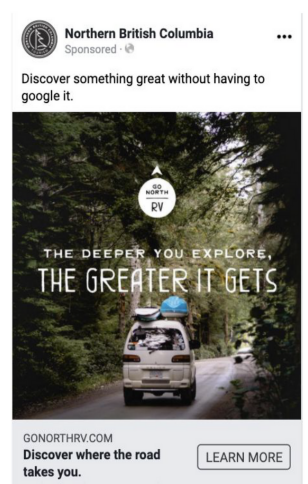
In 2021, Tourism Prince Rupert once again participated in the Route 16 consortium project. In partnership with Tourism Prince George, Regional District Fraser Fort George, Tourism Smithers and Kermodai Tourism, the Highway 16 corridor is promoted as a destination and motorcycle touring route. In 2021, the Ride North campaign targeted primarily BC & Alberta residents using video content for paid social posts across Facebook and Instagram.

Key 2021 Results:

- Targeted Audience: BC-Wide, Alberta, Adults 25+
- Impressions: 490,549
- Clicks: 558
- Completion Rate: 41.64%

GO NORTH RV

In 2021, Prince Rupert also joined this new cooperative marketing program targeting RV enthusiasts and owners in BC and Alberta.

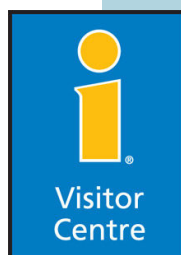
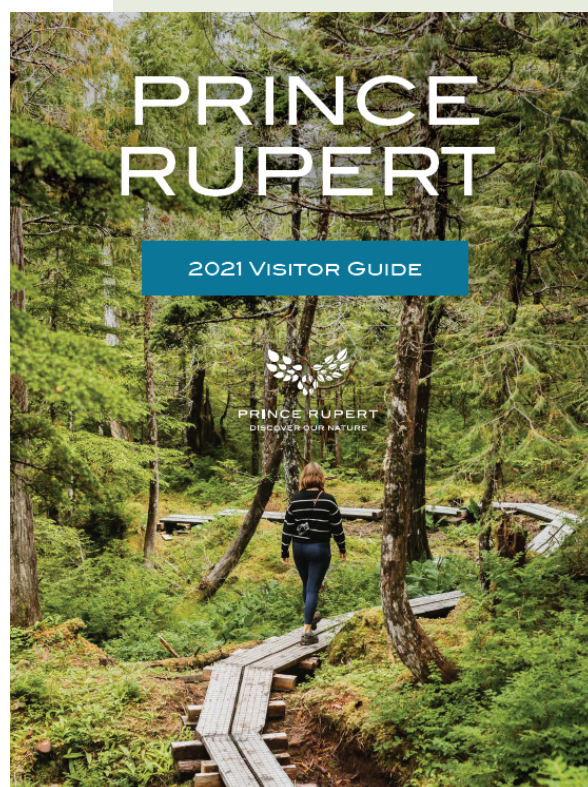


VISITOR GUIDE

Each year, Tourism Prince Rupert produces & distributes an annual Visitor Guide, printing 25,000 copies & distributing them on BC Ferries' main routes, at YVR, with the City of Prince Rupert, at local hotels, and finally, to Visitor Centres across the province. The 2020 Prince Rupert Visitor Guide (print copy) was carried over into 2021. 1800 guides were distributed to other visitor Centres or businesses. In June, Visitor Centre staff transitioned from providing traditional guides to rack cards equipped with a QR code providing access to a digital copy of an updated version of the 2021 Prince Rupert Guide.

For 2022, Tourism Prince Rupert is shifting the Prince Rupert Visitor Guide to an undated format, meaning that it will not be revised every single year; rather, it will be reviewed each year and updated only when necessary. Advertisers for 2022 were offered the opportunity to have their ad running for two years, instead of the usual one-year placement. A print run of 15,000 copies will be ordered for the Prince Rupert Visitor Centre, to be distributed to other Visitor Centres across the province as needed throughout 2022. New copies will be printed as needed based on demand.

Tourism Prince Rupert will continue to make a digital version available on our website at <https://visitprincerupert.com/visitor-guide/> and via a QR code that will be placed throughout the community at hotels, restaurants, and other community gathering places.



DISTANCES TO:		PRINCE RUPERT VISITOR CENTRE		
Haida Gwaii - 7.5 hr Ferry				
Terrace - 147km	Edmonton - 1460km	Tel Free 1-800-667-9994 - 254-624-5678		
Kitimat - 147km	Vancouver - 1502km	200 - 205 CV 606 Prince Rupert, BC Canada V8P 4A2		
Fort St. John - 251km	Los Angeles - 2973km	E-mail: info@prince-rupert.com		
Haifax - 280km	Jaeger - 3000km	Follow us on Twitter: @prince_rupert - Find us on Facebook: Visit Prince Rupert		
Ensenada - 352km	Bufile - 3185km	Information: visitprincet Rupert - TripAdvisor		
Seward / Ft. York - 463km	Sentinel - 1696km	For bookings enquiries, contact: info@prince-rupert.com		
Prince George - 724km	Williams Lake - 962km	Project Manager: Cathie Martin - Tourism Prince Rupert		
		Event Chairs: Talia Tovey - Northern BC Tourism / David Johnson		

CONTENT PRODUCTION

PHOTOGRAPHY & VIDEOGRAPHY

During the 2021 summer season, photographer Simon Ratcliffe was invited for a content production initiative in Prince Rupert, an opportunity that Tourism Prince Rupert extended to local businesses in the area to help them develop new photography assets at a reduced cost.

Tourism Prince Rupert also applied to Destination BC for another funding opportunity to develop new content promoting off-season activities and received approval on August 18th. A major gap for content had been identified around the Oolichan Run that occurs between early February to late March. Tourism Prince Rupert will be contracting a local wildlife photographer to help capture this incredible wildlife opportunity during Prince Rupert's shoulder season in 2022, for use in future marketing opportunities.

MARKETING ASSETS

In 2020, Tourism Prince Rupert also received funding from DBC to develop new assets for the Visitor Information Centre. This included seven brochures, an update to an original walking guide, and a new map. With funding confirmation in early 2021, preparations, design, and product development took place throughout 2021, with the finalized copies to accompany the visitor guide print run in early 2022. The new marketing materials will be made available in Visitor Information Centre for the 2022 tourism season.

Prince Rupert has incredible hiking trails both in town or just a couple minutes away from the downtown area by car. Starting from Cow Bay and extending both east and west, the waterfront is a popular in-town destination, especially on those long northern summer evenings when the sun never quite seems to set. There's also trails that summit a mountain, go within the forest, or walk alongside the ocean. No matter what you choose, Prince Rupert is surrounded by beautiful walking trails for all levels of hikers.

WALKING TRAILS

FOR MORE INFORMATION regarding recreational opportunities in the Prince Rupert area contact:

PRINCE RUPERT VISITOR CENTRE
200 - 215 Cow Bay Rd, Prince Rupert, British Columbia, Canada V8J 1A2
1-800-667-1994 • 250-624-5637
info@visitprincerupert.com

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Your guide to walking and hiking trails in the Prince Rupert Area

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info@khutzelodge.com

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www.westcoastadventure.com

OCEAN PACIFIC AIR
250-624-9229
info@oceanpacificair.ca

INLAND AIR CHARTERS
250-624-2977
info@inlandairbc.ca

SUNSET CHARTERS
250-624-5289
sunsetcharters@gmail.com

DIANA LAKE PROVINCIAL PARK
233 hectares

This park offers a wide variety of water-oriented activities. Sunbathing, swimming and canoeing are popular activities at this lakefront park. It also has a fascinating nature trail that winds through lush coastal rainforest. All five species of Pacific salmon, as well as steelhead, rainbow trout and dolly varden can be found in the lakes and creeks around this park. Observe spawning salmon in Diana Creek during August and September.

The day-use area is open from May 15th to September 15th and the entrance gate is locked daily from 11pm to 7am.

OLIVER LAKE DWARF FOREST NATURE WALK
2.9 km • 45 min - 1 hour

This out-and-back trail just outside of Prince Rupert is home to uniquely stunted pines, and features boardwalks around the perimeter of Oliver Lake.

www.VisitPrinceRupert.com



DIRECTORY

BUTZE INTERPRETIVE TRAIL

2.9 km • 1 hour 30 min

A 5.0 km loop, Butze Rapids Trail is a community favourite featuring viewpoints of stunning ocean, coastal shoreline, and temperate rainforest. Butze Rapids and Grassy Bay. The trail can be rated as moderate and has an elevation gain of 138 meters.

RUSHBROOK TRAIL

2.9 km • 45 min

A 2.9 km out-and-back trail, the trail head starts at Rushbrook Flats and hugs the coastline for views along the Prince Rupert Harbour. Recently repaved, there are also bridges as part of the route, can be rated as easy, and has an elevation gain of 104 meters.

TALL TREES TRAIL

7.7 km • 3 hours

A 7.7 km out-and-back trail, Tall Trees is a hike that goes up a mountain for panoramic views of Prince Rupert and the harbour. With switchbacks and an elevation gain of 545 meters, this trail can be rated as difficult.

MCCLINTOCK WALKING TRAIL

1.5 km • 1 hour 10 min

1.5 km one-way, this trail winds between residential areas from the Jim Ciccone Clinic Centre to George Hill's Way along Hays Creek. Partially repaved gravel path in sections, muddy and rocky trail in others.

VISITOR INFORMATION CENTRE

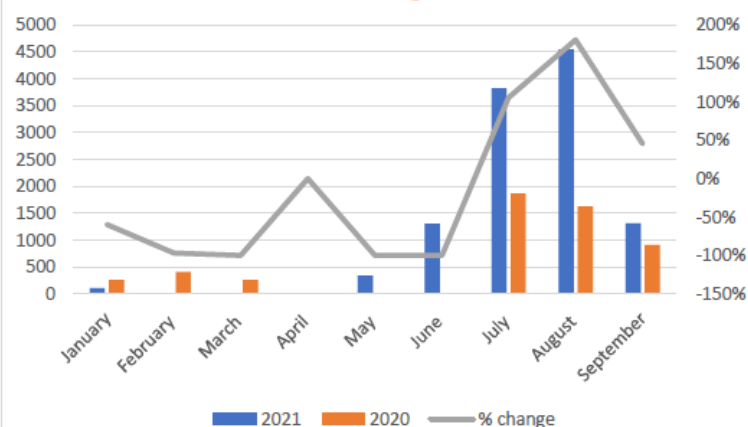
Throughout the 2021 visitor season, Tourism Prince Rupert and the Prince Rupert Visitor Information Centre (PRVIC) maintained frequent communications as guidelines from the provincial health office fluctuated. Due to the restrictions in place over the summer season, the PRVIC was only open for 174 days, a major contrast to a pre-pandemic year. Despite the reduced visitation hours, we still saw a greater number of visitors than in 2020. These visitor numbers correlated with BC's Restart Plan, with greater numbers arriving when restrictions were relaxed. As in 2020, there was a greater focus on visitors from regional and provincial areas.

The 2021 summer season tracked an increase in travellers coming to Prince Rupert from all regions in BC. The number of Alberta residents visiting Prince Rupert increased as well. Destination BC did not enforce restrictions or mandatory summer hours of operation in response to the Covid-19 Pandemic. We continued to follow the PRVIC's Covid-19 Policy and Guidelines to shape any decisions on the operations of the Port Interpretive/Prince Rupert Visitor Centre. Staff at the Prince Rupert Visitor Centre also created an internal and external Visitor Service Directory to help keep staff and local tourism businesses up-to-date.

This document was revised on a monthly and provided to local businesses and service providers. This engagement was well received. It was integral in connecting travelers wanting to get out on the water and available fishing charter boats who were offering a broader range of services in an effort to increase business this season.

With next season expected to be closer to pre-pandemic operations, it is likely cruise operators will be coming back to Prince Rupert. Prince Rupert Visitor Centre staff, Tourism Prince Rupert, and the Prince Rupert Cruise Ambassadors will work closely together in early 2022 to plan for a renewed cruise season and higher visitor volumes.

2021 & 2020 Visitor Volume Comparison



DESTINATION DEVELOPMENT

WAYFINDING & SIGNAGE IMPROVEMENT PROJECT

Tourism Prince Rupert has secured funding through the Province of BC's Community Economic Recovery Incentive Program (CERIP) to install three new welcome signs at all main entrances to the community: at the Highway 16 entrance from Terrace, at the Highway 16 entrance from BC Ferries, and at the Northland Cruise Terminal. In addition, twenty new wayfinding signs will be installed throughout the downtown and main tourism areas. With funding confirmed in early 2021, work began to assemble the relevant contractors and consultants, engage with key stakeholders, and secure the necessary sign installation locations.

The design process will continue throughout the fall of 2021, into the early winter of 2022, with public consultation occurring prior to construction throughout the winter and spring of 2022, with all signs ready to be installed by the end of 2022. The new "Welcome to Prince Rupert" signs will not only help to revitalize the community aesthetic at each entry point, but they will also include a traditional welcome message in Sm'algayax and artwork from a local Indigenous artist.

We also aim to help both locals and visitors more easily locate key retail, dining, hospitality, and outdoor adventure business and attractions in the downtown core, an issue long identified by key tourism stakeholders and visitors alike, by installing colourful new wayfinding signage featuring designs from local artists in key downtown districts and along the Cow Bay waterfront. This new wayfinding signage will pick up on the design of the new welcome signs to help visitors find key attractions throughout Prince Rupert, providing directions to key areas, noting distances and other important information.



DESTINATION DEVELOPMENT

The new wayfinding signage will help Prince Rupert's visitors arriving by air, road, and rail to better navigate the community. It will also have a strong emphasis for the cruise economy by improving the walking tour experience for cruise passengers. This project also aligns with and addresses several specific goals and objectives in Destination BC's official Northwestern BC Destination Development Strategy.

The timing for this project is also opportune for a number of reasons. First, the economic toll of COVID-19 on local tourism sector businesses has been immense, with several key attractions and tour operators electing to close completely for the 2020 and 2021 seasons. Tourism has been one of the hardest-hit sectors by COVID-19 and the hope for a quick recovery is not widely felt in our remote northern community. Investment into local tourism infrastructure would signal to all of our stakeholders that tourism recovery is a key priority and the visitor experience will be improved at all turns to allow for a more resilient local tourism economy in the years to come. Secondly, the installation of new welcome and wayfinding signage provides an opportunity to align with the City of Prince Rupert's revitalized vision for the community.

The City of Prince Rupert recently released Prince Rupert 2030, a new vision for the future of Prince Rupert, covering everything from downtown revitalization and housing to workforce recruitment and quality of life amenities. Throughout the consultation process for the Prince Rupert 2030 Vision, Tourism Prince Rupert was a key stakeholder and provided the tourism perspective needed to inform the final product. In this new vision, community "quality of life" amenities are included as a key priority, with investment in downtown revitalization noted as particularly crucial. The release of the Prince Rupert 2030 Vision provides us with an opportunity like never before to engage in placemaking and community branding.

Throughout the 2030 visioning process, Prince Rupert's was divided into key districts: The Midtown District, Downtown District (including the Historic Upper Town & Lower Cow Bay areas), and a newly proposed development titled the Marina District. The wayfinding signage developed through this project will be allocated amongst these districts, with each district's signage displaying a different local artist's work, creating a distinct identity and sense of place for each district.

DESTINATION DEVELOPMENT

PROJECT OUTPUTS

1. Collaborative design of 3 new “Welcome to Prince Rupert” signs incorporating revised City of Prince Rupert branding and S’malgyak Language;
2. Installation of 3 new “Welcome to Prince Rupert” signs, one at each official entrance to Prince Rupert: Highway 16 entrance from Terrace, Highway 16 entrance from BC Ferries / VIA Rail Terminal, and Northland Cruise Terminal;
3. Collaboration with four local artists, including local Indigenous artists, to design 20 new wayfinding signs for installation in the downtown core;
4. Installation of 20 new wayfinding signs, divided by districts identified in the Prince Rupert 2030 Vision, in Prince Rupert’s downtown core.

TRTDI CRUISE VENDOR MARKET

Tourism Prince Rupert has secured \$100,000 in funding through the Targeted Regional Tourism Development Initiative (TRTDI), delivered by the Northern British Columbia Tourism Association to develop an outdoor vendor market in Prince Rupert aimed at showcasing regional small businesses and artisans to cruise ship passengers.

The TRTDI was developed by the Government of British Columbia under the B.C. Economic Recovery Plan and is a one-time grant to establish targeted regional tourism development initiatives.

The intention of this project is to develop an accessible open-air market that will provide an opportunity for regional artisans and small business owners to host a pop-up shop in Prince Rupert. While the market will be developed initially to service the cruise passengers, the eventual goal is to further develop this concept to have weekly operating hours that will allow it to service both tourists and local residents.

Funding for this project was confirmed in late 2021, with early planning and project exploration taking place in the fall, with the majority of this project’s activities to take place into 2022.



STRATEGIC PLANNING

Tourism Prince Rupert's existing Strategic Plan, developed in 2016, was completed to fulfill the Ministry of Tourism, Arts, and Culture's MRDT reporting requirements & spans a period of 2017 – 2021. In late 2020, Tourism Prince Rupert's Board of Directors participated in a full-day Strategic Planning session to review our mission, vision, objectives, and strategies to develop a new five-year strategic plan for 2022-2027. Since the drafting of the current Strategic Plan, much has changed in regard to Tourism Prince Rupert's organizational structure, mandate, and local activities. The economic and social considerations at play in the tourism sector have also changed dramatically since 2016, and therefore a new plan is needed to drive the organization forward.

From the planning session held in October of 2020, a new draft Strategic Plan was developed. Our new objectives include Destination Marketing, Indigenous Tourism, Destination Development, Education & Industry Development, Partnerships & Industry Advocacy, for each of which numerous strategies will be outlined.

In the fall of 2021, this draft was circulated to key stakeholders, including BC Ferries, Destination BC, Via Rail, the Northern British Columbia Tourism Association, the City of Prince Rupert, the Prince Rupert Port Authority, and local First Nations, among others. The final 2022-2027 Strategic Plan will be completed for the end of November 2021, and adopted at Tourism Prince Rupert's final board meeting of 2021, in December. We welcome feedback from all stakeholders on the next five years of tourism planning and development in Prince Rupert and thank everyone who has provided feedback to date.



TOURISM PRINCE RUPERT

STRATEGIC PLAN

2022 - 2027

DRAFT // OCTOBER 2021

OUTLOOK FOR 2022

As we look to 2022 in the tourism sector, there remains a significant amount of uncertainty related to the continued evolution of the COVID-19 pandemic and the associated travel restrictions. A number of factors still unknown will determine the shape of tourism going into 2022, in particular related to vaccine distribution and uptake, the Province of BC's continued rollout of the Restart Plan and vaccine passport program, as well as provincial and federal travel restrictions impending significant tourism sectors such as cruise and aviation. On a positive note, provincial and regional travel have been proven as potentially significant visitor demographics previously overshadowed by marketing strategies directed out province and outside of Canada.

Funding programs rolled out in support of COVID will also help a number of new tourism infrastructure developments take shape starting in 2022, including new signage, trail, and activity development. On the marketing side, Tourism Prince Rupert will continue to engage with our partners across the province on targeted sectoral marketing campaigns, as well as to activate our own annual marketing campaign aimed at highlighted the diversity, natural beauty, and welcoming nature of our small community on the rugged North Coast.

THANK YOU

For more information about the tourism sector and our work locally, please visit our website at www.visitprincerupert.com, or contact us by email at admin@visitprincerupert.com.

