



PRINCE RUPERT
DISCOVER OUR NATURE

TOURISM PRINCE RUPERT

2022 ANNUAL REPORT



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ABOUT TOURISM PRINCE RUPERT

Tourism Prince Rupert is an independent not-for-profit society whose purpose is to promote Prince Rupert as a world-class destination for leisure travel, outdoor adventure, and coastal community amenities. Tourism Prince Rupert also aims to grow Prince Rupert's tourism sector by creating new opportunities for tourism-related business & investing in Prince Rupert's existing tourism infrastructure.

MISSION AND VISION

Tourism Prince Rupert's Mission is to lead local tourism marketing and destination development initiatives through education, advocacy, and collaboration with both community and external partners. Our Vision is to stimulate sustainable prosperity for the Prince Rupert region as a world-renowned tourism destination.

OBJECTIVES

Prince Rupert already has all the components of a dream travel destination. We have access to pristine & unique wilderness, a beautiful natural setting, excellent dining venues showcasing local foods, funky retail stores, and best of all, genuine & welcoming locals. Tourism Prince Rupert's job is to spread the word about everything our community has to offer, and help support even more growth & development in the tourism sector.

DESTINATION MARKETING

Prince Rupert has a lot going for it. Every year, we develop & launch new marketing campaigns focused on attracting visitors to Prince Rupert from across the globe.

INDIGENOUS TOURISM

Tourism Prince Rupert aims to work collaboratively with area First Nations to support the development of Indigenous-led tourism experiences, products, and opportunities.

DESTINATION DEVELOPMENT

Prince Rupert is already a fantastic tourist destination. We aim to build local capacity to grow our tourism sector for long-term sustainability.

EDUCATION & INDUSTRY DEVELOPMENT

Our role is to represent Prince Rupert's tourism sector. We work closely with regional and provincial partners to ensure the voices of Prince Rupert tourism stakeholders are heard.

PARTNERSHIPS & INDUSTRY ADVOCACY

By checking frequently with our local tourism partners & businesses, we aim to include many different perspectives in order to support our local tourism sector effectively.

INTRODUCTION

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 2022, after two challenging seasons due to the COVID-19 pandemic, tourism was back in full swing. Prince Rupert experienced its busiest visitor season in over a decade. The return of the cruise sector brought over 40,000 visitors to Prince Rupert, bolstering our local economy significantly. Hotels, restaurants, and local tourism operators all reported a busy season, with the primary demographic returning to a pre-pandemic mix of regional, national, and international travellers. In 2022, Tourism Prince Rupert was again able to activate successful summer marketing campaigns, including influencer promotions, print and digital campaigns, social media campaigns, and more.



INTRODUCTION

With travel restrictions lifted in 2022, Tourism Prince Rupert shifted its marketing in response to the transformation of consumer behaviours. What visitors value and where they spend their money is changing in response to the lasting impact of the pandemic. Geo-targeting and localization are becoming more prevalent in marketing as data can be used as a solution in near-real time to monitor marketing campaigns and traveller booking trends. Technology and marketing continue to affect and shape the industry as it recovers, both in terms of how travel is marketed and sold and in how experiences are delivered and accessed within the destination itself.

This season, we were able to not only resume our annual marketing efforts for the Prince Rupert region, but also to engage in new destination development projects in an effort to create new tourism infrastructure and amenities that support long-term tourism growth. These projects were developed through consultation with community and by listening to feedback from visitors about what was missing from their Prince Rupert experience. In 2022, we identified wayfinding and interpretive signage as a gap and started to introduce new signage into the community, working with partners to include interpretive information and Sm'algyax language.

In 2022, we resumed our participation in co-operative marketing programs in partnership with other provincial Destination Marketing Organizations (DMOs), allowing us 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 work with social media influencers, and our participation in consumer shows were finally able to resume in 2022.

Fact: Northern BC has the highest number of nights spent per region, with BC travellers staying for an average of 4.2 nights in the region in 2019. Destination BC 2021.



DESTINATION MARKETING

Marketing is traditionally a large component of Tourism Prince Rupert's annual activities in support of our 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 newsletter. We also launch new campaigns to increase awareness & visitor volume every year. In 2022, we continued to participate in several co-operative marketing programs with other communities in BC, such as the BC Ale Trail, Route 16 and more. With the lifted travel restrictions, marketing efforts in 2022 saw a significant increase in engagement and interest in travel to Prince Rupert.

SOCIAL MEDIA INFLUENCERS

In the summer of 2022, Tourism Prince Rupert was able to successfully conduct three influencer campaigns, launching organic promotions without the aid of an external marketing consultant agency.

Our influencer campaigns ran from June to September 2022, and involved collaboration with three influencers based in and around British Columbia showcasing different perspectives on the products and services Prince Rupert has to offer.



DESTINATION MARKETING

SOCIAL MEDIA INFLUENCERS

The intention our influencer campaigns this year was to provide an organic themed marketing initiative to give viewers an authentic representation of the Prince Rupert community and surrounding areas. This campaign also provided an opportunity to act as a trial for collaboration with other content producers such as micro influencers, bloggers, and content creators.

Influencers:

- VancityWild - 191k followers
- Jessica Sproat - 103k followers
- HeyBethTaylor - 4k followers

Each influencer committed to perma-feed posts, stories and reels during the course of their visit. VancityWild explored the region as a travel influencer to promote all of Prince Rupert's family friendly activities. Jessica Sproat provided TPR with an influencer/blogger's experience in taking BC Ferries Inside Passage tour. HeyBethTaylor explored Prince Rupert from a micro-influencers perspective on hidden gems and food diversity within Prince Rupert. Tourism Prince Rupert was able to successfully reach new levels of engagement 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 without outsourcing the creative development process.

CAMPAIGN RESULTS

3

Social media influencers

New followers on Instagram **373**

106K

Social media engagements
(Reels, Permafeed, & Stories)



KEY TAKEAWAYS

The biggest takeaway from this campaign was that using influencers with a smaller but more dedicated or niche follower base is most effective. Using the right type of influencer will reach new target customers and audience who are more likely to travel to Northern BC.

DESTINATION MARKETING

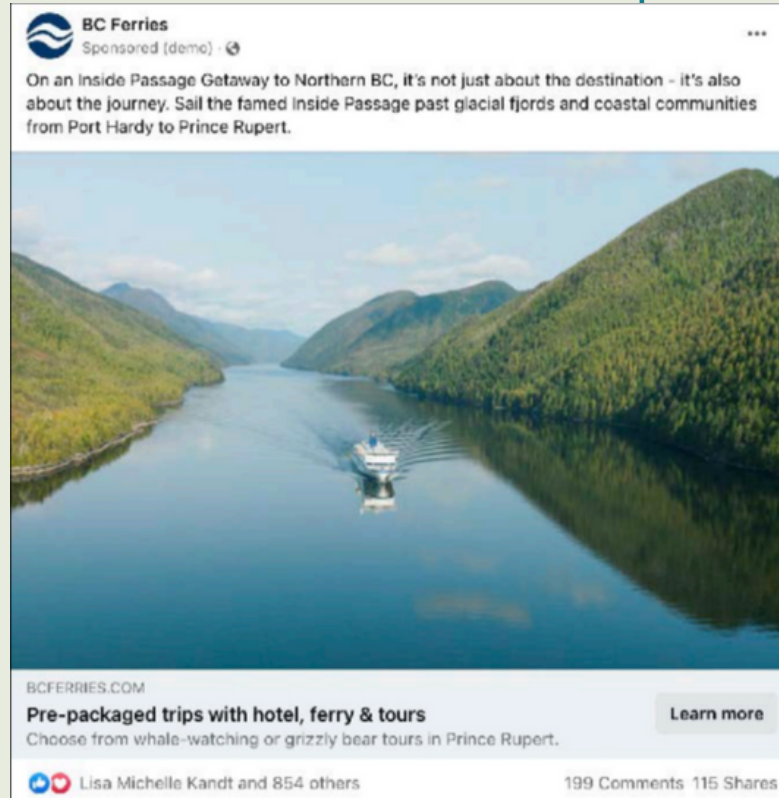
BC FERRIES CAMPAIGN

TPR is a major partner in the annual Northern BC Tourism BC Ferries and Communities Campaign again, which was revived after being cancelled for the past two seasons. It yielded fantastic results on social with high engagement. Marketing tactics include television promotions and commercials, newsprint features, radio ads and a targeted online presence:

- Promotions & branded commercials on Global BC, primarily targeting Metro Vancouver & Vancouver Island markets.
- Online display advertising campaign targeting BC, Alberta, & Washington markets.
- Paid social media campaign.

In addition to the media included with the co-op partnership buy on the previous slide, BC Ferries Vacations also separately purchased additional media to augment promotion of Northern BC, including:

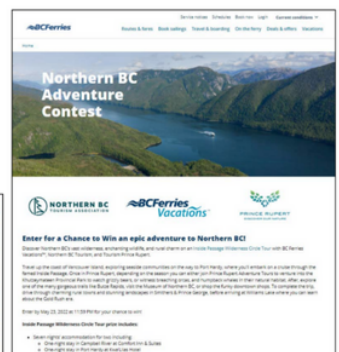
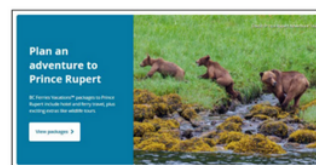
- Radio Ads (30 seconds, 10 seconds)
- Newsprint Insertions (Vancouver Sun, Vancouver Province, Victoria Times Colonist)
- Digital display advertising



The campaign also includes a contest component that received over 9,000 entries for a grand prize of one BC Ferries Vacations Inside Passage Wilderness Circle Tour which include hotel, ferry travel including an Inside Passage sailing, and a wildlife tour in Prince Rupert.

GLOBAL NEWS CONTEST

- 9,324 entries into the Inside Passage contest
- Winner: Pamela Keefe
- On the contest entry page, alongside the contest details we also included a tile that encouraged people to "Plan an adventure to Prince Rupert" with links to packages.



DESTINATION MARKETING

EXPLORING WESTERN CANADA CAMPAIGN

The Exploring Western Canada campaign aimed to connect readers with travel and tourism destinations in their own backyard. The goal was to promote and advocate for domestic travel and the opportunities it provides to all Canadians and travellers.

Partnering with trustworthy stakeholders in the industry helped create credible information and drive traffic. The campaign was created in collaboration with, and shared by:

- Craig McMorris (Athlete and activist)
- Dave and Deb (Travel Bloggers)
- Paul Zizka (Canadian National Parks Photographer)

Digital Results: 04/18/2022 - 06/26/2022

Audience Profile: Based on your target, we filtered for Ontario and BC outdoor and nature travel enthusiasts.

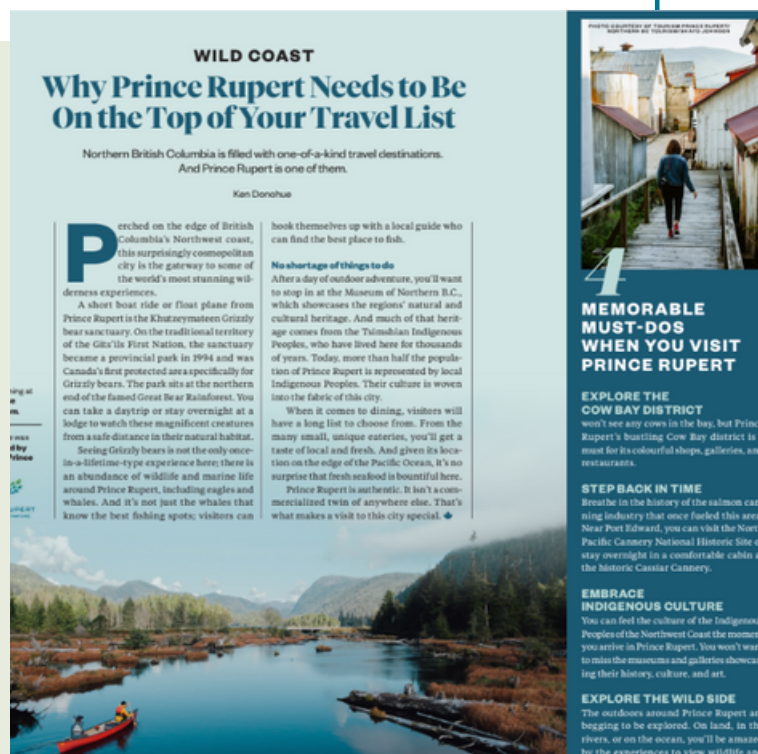
Page Views: 2,515

Audience Engagement: 1:20 seconds vs 2:52

Audience Interaction: 3.20%



The campaign used a mix of social channels, paired with cross-media products distributed through print and digital to create a sustained social impact.



DESTINATION 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).

Tourism Prince Rupert participates in the following coop marketing programs:

- Fishing BC
- BC Ale Trail
- Big Coast TV
- Route 16
- Golf BC



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. The initiative joins together fishing sector stakeholders in one collaborative effort to market BC as the world-class fishing destination that it is. In 2022, Fishing BC was unable to conduct its annual content production trip to Prince Rupert, due to funding for content development from BC Fishing. It was mentioned that in previous years content development was comped by charters/lodges. However, this year it didn't make sense to provide complimentary experiences to BC Fishing as the operators generally don't need marketing. They need the money to operate and would otherwise take a paying customer.

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. Responses received from the survey called for advertising of other forms of fishing such as crabbing and prawning as salmon fishing is becoming more at risk.

DESTINATION MARKETING

DESTINATION BC COOP MARKETING PROGRAMS

VISIT NORTHWEST BC

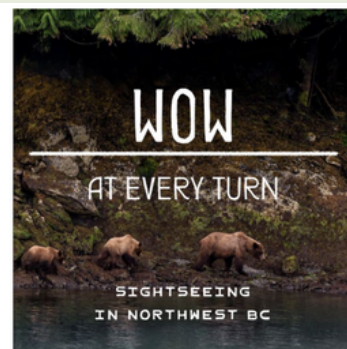
In collaboration with the marketing agency Partner & Hawes, the Visit Northwest coop launched a successful 2022 campaign titled “At Every Turn” that was a targeted digital marketing campaign to promote the breadth of activities across the Norwest and its 10-community partners.

Results:

- The campaign had a comparable response compared to 2021 taking advantage of focused ad distribution in key geographic areas.
- The campaign generated 253,778 impressions, 1703 clicks and a Click-thru-Rate a strong 0.67% ,easily exceeding DBC Benchmarks of 0.47% for online campaigns.
- The top performing piece of content for this campaign was Blog #1 titled “Wow at Every Turn” with an avg CPR of .52 cents, 172k Impressions and 967 Link Clicks.

Campaign Summary:

- Launching in mid- June, a targeted digital marketing campaign was deployed to promote the 10-community partners: Prince George, Smithers, Bulkley-Nechako, Hazeltons, Stewart, Terrace, Kitimat, Nass Valley, Prince Rupert, and the Stewart-Cassiar Highway.
- Each community received advertising support and their own creative execution utilizing the “At Every Turn” 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.



DESTINATION MARKETING

DESTINATION BC COOP MARKETING PROGRAMS

GO NORTH RV

In collaboration with the marketing agency Partner & Hawes, the Go North RV coop launched a connections plan that built off the success of 2021 and drove awareness and interest in Northern BC camping & RV experiences. The goal of the campaign was to target residents of Northern BC, Alberta, the Lower mainland, and those individuals that utilize data-specific RV targeting and related lifestyle interests. The target audience was towards a 50+ demographic while testing a younger, more southern-based audience.

Strategy & Activity:

- Develop further learning by tracking and measuring those who have seen ads and taken action by travelling north.
- Utilize a combination of data-driven Paid Social and Programmatic Display to drive prospects to <https://gonorthrv.com/>
- Feature route based itineraries to draw interest and provide the spark of a trip idea for RV-goers.
- Establish a baseline attribution measurement for programmatic advertising, utilizing mobile verification data.

Results:

- There are more choices available for RV travellers in 2022 compared to last year, however desire to go
- The North remains a very desirable destination for RV travel.
- A total of 508,069 impressions were delivered generating a total of 3778 clicks.
- The top performing content was the first Route 16 flight at an avg CPR of .22 cents and a total of 1857 Link Clicks.
- Further tailoring creative knowing our audience is largely 55+ in Interior BC and Alberta.



DESTINATION MARKETING

DESTINATION BC COOP MARKETING PROGRAMS

BC ALE TRAIL

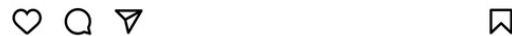
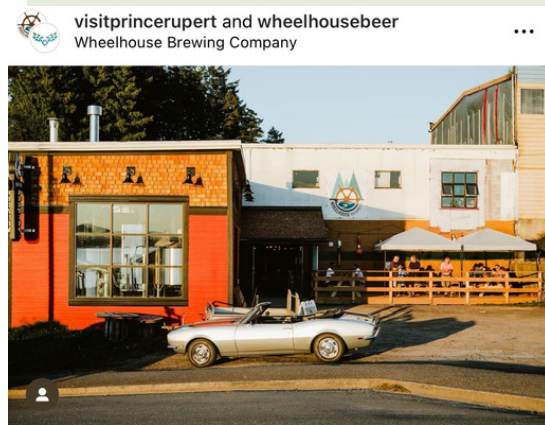
In 2022, Tourism Prince Rupert once again supported the BC Ale Trail. The investment goes towards funding all of the Ale Trail's Global Tactics which benefit the BC Ale Trail as a whole including our Digital Marketing Campaigns, mobile app, blogs, social media, PR, YouTube and more. The BC Ale Trail had a successful FAM Tour campaign, which included an overnight trip to Prince Rupert to promote Wheelhouse Brewing. Facilitated by tartanbond communications, a group of four media in the region and they stayed for an overnight in Prince Rupert from June 5 to 6.

Media included:

- Hans Tammemagi, freelance writer
- Nancy Mueller, freelance writer
- Max Morin, staff writer
- Wayne Newton, contributor

Writer Wayne Newton wrote an article titled "Brews News: Craft brewers play a part saving historic sites across Canada" specifically featuring Wheelhouse Brewings' project to convert a century-old abandoned CN passenger rail station from an eyesore into an ale house. This article was featured over 90 times in different publications.

Tourism Prince Rupert, in collaboration with Wheelhouse Brewing, also hosted an Instagram giveaway to increase online engagement during Craft Beer Month. This consisted of merchandise and a variety of the feature beer for one winner. This giveaway reached over four thousand people and had over 100 entries.



Liked by emmaspayne and others

visitprincerupert G-I-V-E-A-W-A-Y 🍷

Don't worry

Wheelhouse Brewing Co. who fell in 2013 in a great location on the Coast.

Brews News: Craft brewers play a part saving historic sites across Canada

Will that be a \$1 building, a lease to buy, or a municipality as your landlord?

Wayne Newton • Special to Postmedia News

Jul 09, 2022 • July 9, 2022 • 4 minute read

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DESTINATION 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.

Great Bear Project built a new digital team for 2021-22, developing a new Great Bear Tales website on WordPress platform and building the SEO and site back end. They also launched a new Great Bear Tales YouTube Channel which was a resounding success. 26 new or re-edited for YouTube videos were produced in Fall/Winter of 2021-22 with an average length of 31/2 minutes. Eight of those videos were from the Prince Rupert or surrounding tourism areas.

In 2022, Big Coast produced two episodes from Prince Rupert and the Northern BC region during the summer. The series showcased the Port of Prince Rupert, boating and angling the Rupert area and eco-tourism opportunities. Based off Social Media posts, Big Coast participated in Khutzeymateen grizzly bear viewing, golf and sport fishing during their stay.

In 2022, Big Coast produced two episodes from Prince Rupert as well as a third running from Prince Rupert to Hartley Bay and area.

Big Coast has a presence on Instagram, Facebook and Twitter and utilizes the social channels through production season and series promotion. The IG channel has built an influential list of more than 4,000 followers, industry insiders, guides, and sport fishing operations and influencers.

DESTINATION 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 2022, Northern BC tourism made a trip to capture new golf content for Golf in British Columbia.

Marketing Strategy for 2022:

- Generate remarkable experiences, marketing resources, leads for BC golf tourism businesses and direct sales.
- Brand revitalization for Golf British Columbia – rebranding of logo
- Continue near-in marketing by leveraging the regional golf destination while focusing provincial efforts on Ontario, monitoring CA, and responding if travel restrictions ease and consumer sentiment is favourable.

Prince Rupert Benefits:

- Continued inclusion as a featured golf course on GolfinBritishColumbia.com, now with our own pages as well.
- Inclusion on the BC Golf Map
- Content addition to the BC Content Hub for images/b-roll supplied with a third-party usage agreement.

HIGHWAY 16 CONSORTIUM

In 2022, 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 Kermoder Tourism, the Highway 16 corridor is promoted as a destination and motorcycle touring route. In 2022, the Ride North campaign targeted primarily BC & Alberta residents using video content for paid social posts across Facebook and Instagram to promote Ride16.ca which provides bookable tours. Additionally, Route 16 partnered with Vahna.com to promote a new film and blog.

Key 2022 Results:

- Targeted Audience: BC-Wide, Alberta, Adults 25+
- Facebook reach 15,043
- Instagram reach 7,157
- Paid reach 550
- Paid impression 2312



DESTINATION MARKETING

CONTENT PRODUCTION

PHOTOGRAPHY & VIDEOGRAPHY

Tourism Prince Rupert applied to Destination BC for another funding opportunity to develop new content promoting the Oolichan Run that occurs between early February to late March. Tourism Prince Rupert contracted wildlife photographer Brandon Broderick to capture this incredible wildlife opportunity during Prince Rupert's shoulder season for use in future marketing opportunities for 2023.

During the 2022 summer season, Tourism Prince Rupert successfully partnered with three influencers and six photographers throughout the 2022 season to capture content gaps within the existing media gallery.

Photographers:

- Bler Rusha (BC Ferries/Travel)
- Vincent Schnabl (small sea life)
- Clearly Coastal (Cruise)
- Chelsey Ellis (Business listings)
- Mike Ambach (Indigenous Arts&Culture)
- HeyBethTaylor (Travel/ Food)

BLOG

In 2022, Tourism Prince Rupert also developed new assets for the new website being launched. This included the production of a new blog feature on the website. We sought to develop evergreen material that could be used in both the blog and social media. The bloggers contracted were:

- Julia Crawford
- Kelli Clifton
- Shannon Lough
- Indi Sherry
- HeyBethTaylor
- Jessica Sproat

The new blog launched in mid November to prepare for the 2023 tourism season.

REELS

In 2022, Tourism Prince Rupert began to develop reels on social media. The short, entertaining videos have a special way of grabbing users' attention, which has caused an increase in audience engagement. In total, Tourism has produced 7 reels that have captured:

- 1659 likes (237 average per post)
- 45,150 views (6450 average per post)
- 49 comments (7 average per post)

The highest viewed reel has over 18k views!



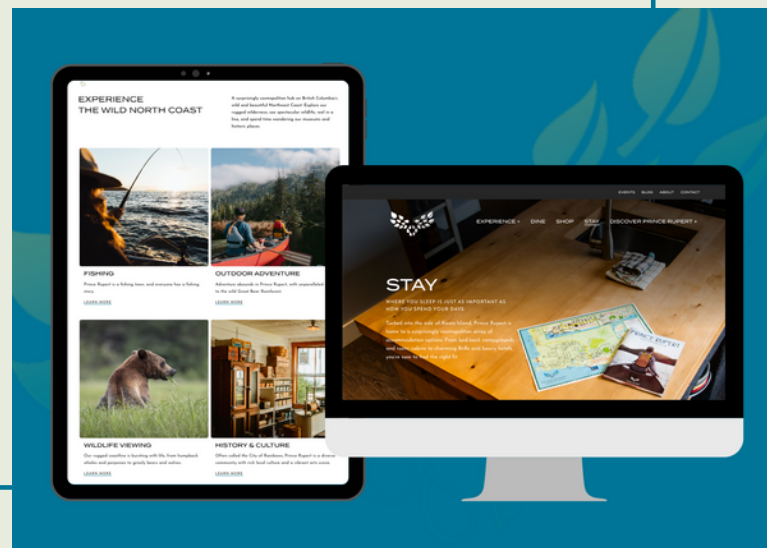
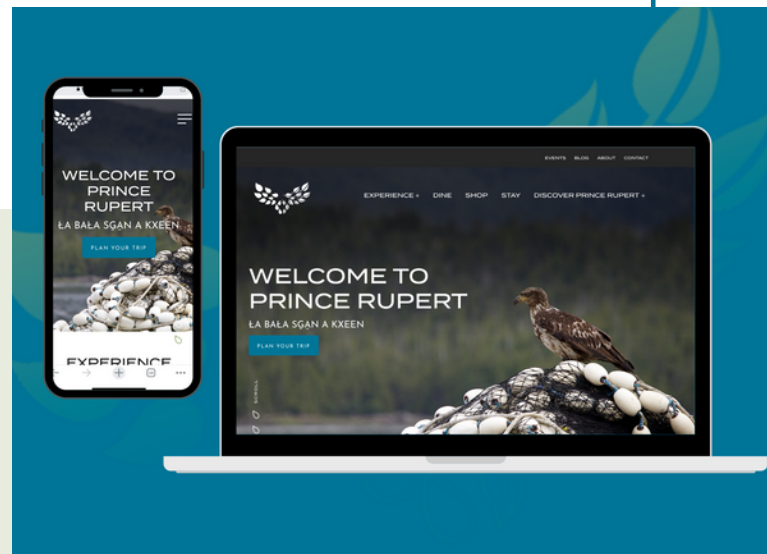
DESTINATION MARKETING

NEW VISITOR WEBSITE

Tourism Prince Rupert launched on our new website in November of 2022. Our goal in developing the new website was to craft a long term, compelling, and effective digital foundation for Tourism Prince Rupert. This included planning, designing, and building a new website that is optimized for user experience, brand promotion, and content strategy with the singular focus of providing visitors with up-to-date, relevant information about the Prince Rupert region to support the long-term growth of the local tourism sector.

As the official visitor website for Prince Rupert, our new platform offers a wealth of information about exploring the Prince Rupert area, including itinerary suggestions to help visitors plan their trip, as well as information about shopping, dining, accommodations, transportation, outdoor adventure, and more. You can also find Frequently Asked Questions about Prince Rupert, information about the area's history & culture, links to download visitor guides, maps, and brochures, and plenty of additional information and resources.

Through this project, in addition to reviewing and updating our existing website content with fresh new information and images, we also aimed to add a series of new features to our website. These new features include a Travel Pledge, developed in collaboration with the Ts'msyen Sm'alg̱yax Language Authority, a new page that provides information on Ts'msyen History & Culture, a community events calendar, a blog highlighting stories about Prince Rupert, and a robust business directory.



DESTINATION MARKETING

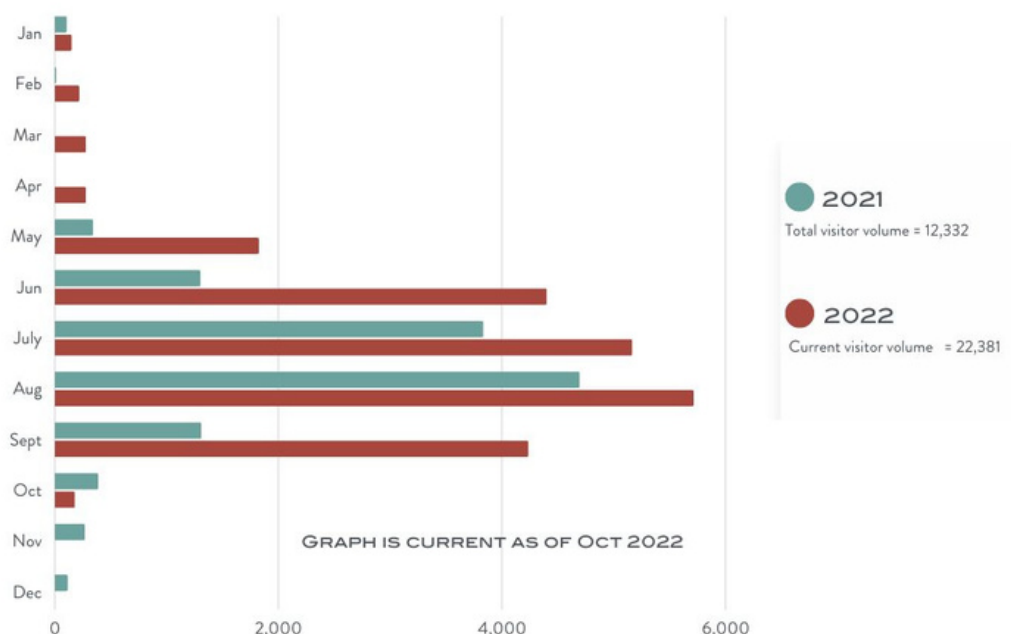
VISITOR INFORMATION CENTRE

Throughout the 2022 visitor season, the Prince Rupert Visitor Centre has been operating seven days week as of May 15th. With a steady increase in traffic, many independent travellers have come to explore. In May and June, many European travellers, RVs, and trailers have been coming through on route to one of our many gateway destinations. The Visitor Centre has been busier than anticipated with independent travellers. About 100 people cycled through each day and engaged with the staff to ask questions and look for things to do while in Prince Rupert. This number increased to about 400-600 people on cruise days, with many people looking to hike, walk nature trails, see wildlife, and eat at local restaurants.

The 2022 summer season tracked an increase in travellers coming to Prince Rupert from all regions in BC. The number of Alberta residents visiting Prince Rupert also increased.

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.

TOURISM PRINCE RUPERT
2022 & 2021 Visitor Volume Comparison



INDIGENOUS TOURISM

INTRODUCTION

Prince Rupert is a culturally diverse community, with over 35% of Prince Rupert's population identifying as having North American Aboriginal origins, per the 2016 Canadian Census. There are multiple First Nations represented in Prince Rupert, including but not limited to Gitxaala First Nation, Metlakatla First Nation, and Lax Kw'alaams First Nation.

In Prince Rupert, the strong presence of local First Nations culture and heritage is strongly felt in day-to-day life, but for visitors, it remains difficult to gain meaningful and culturally appropriate access to Aboriginal experiences while visiting Prince Rupert.

2022 OUTPUTS

- Through our Signage Improvement Project, we worked with the Ts'msyen Sm'algyax Language Authority to incorporate Sm'algyax language into the new community signage.
- Three Indigenous artists were hired to create new artwork for the new signage.
- We secured funding for a new partnered project with the TSLA to develop interpretive trail signage using Sm'algyax to denote traditional place names and identify traditional plants and animals.
- A new Ts'msyen History & Culture page was developed for our new website, in consultation with the TSLA and area First Nations, in addition to a new Travel Pledge that includes Sm'algyax language and audio recordings.
- We consulted with area First Nations to include a land acknowledgement plaque on all new signage.
- In late 2022, we secured grant funding to offer an Indigenous history training session for our Visitor Centre staff and cruise ambassadors, as well as to develop new Indigenous history print materials for the Visitor Information Centre.



The Gitmaxmak'ay Nisga'a Dancers And The Wii Gisigwilgwelk (Big Northern Lights) Dancers

INDIGENOUS TOURISM

NEW VISITOR WEBSITE INDIGENOUS CONTENT

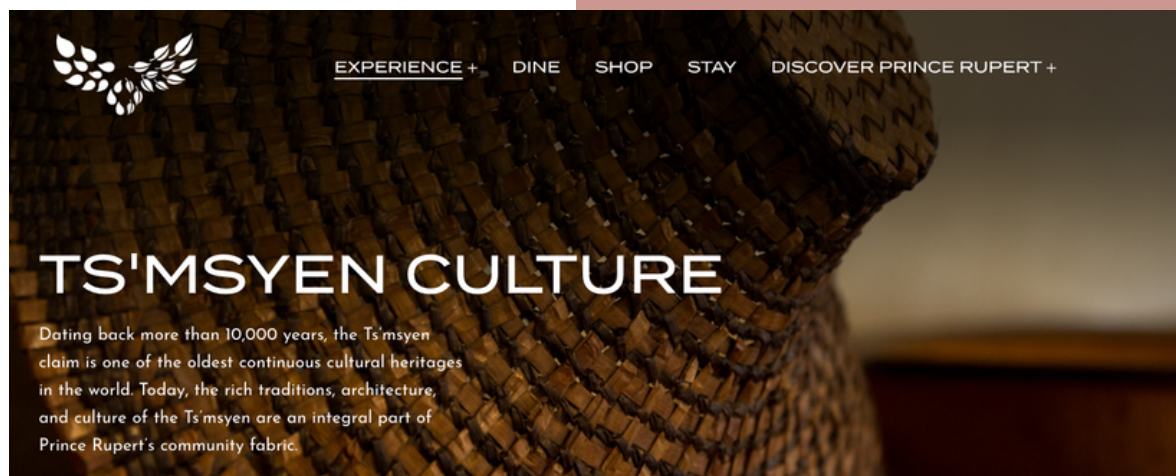
A major impetus for the redevelopment of our website was to include information about the history and culture of the Ts'msyen People throughout the entire website. A Ts'msyen History & Culture page and a new Travel Pledge that includes Sm'algyax language and audio recordings were developed in consultation with the TSLA and local area First Nations

CONSIDER YOUR IMPACT

LA BAŁA SGAŃ A KXEEN / WELCOME TO PRINCE RUPERT



As a visitor to Prince Rupert, we invite you to consider the impact your visit will make on our local environment, people, and culture by committing to the pledge below. Sustainable travel and tourism is possible if we follow the principles of respect for ourselves, respect for others, and respect for the land.



SOCIETY & CULTURE

The Ts'msyen People have kept their history and culture alive over thousands of years with a sophisticated interweaving of totem poles, house front paintings, ceremonial regalia, songs, dances, and feasts. Ts'msyen society is traditionally matrilineal, with descent traced through the female line.

Ts'msyen society is multi-layered involving social classes, kin ties, and territorial units. The Ts'msyen are traditionally divided into four clans:

- > The Laxxikik (Eagle Clan)
- > The Ganhada (Raven Clan)
- > The Gispwudwada (Killer Whale Clan)
- > The Laxgibuu (Wolf Clan)

[READ MORE +](#)



TRAVEL PLEDGE

LOODA TXA'NII GOO (RESPECT ALL THINGS)

Consider how your visit can benefit or impact our community by reading and committing to our travel pledge.



DESTINATION DEVELOPMENT

INTRODUCTION

Destination development is a key priority for Tourism Prince Rupert for a number of reasons. Firstly, increasing the number of market-ready tourism products has repeatedly been identified as not only critical to the long-term resiliency of Prince Rupert's tourism sector. Secondly, destination development projects also improve the overall attractiveness and liveability of Prince Rupert as a whole, which is crucial to the recruitment efforts of local employers in all sectors, and therefore, to bolstering Prince Rupert's local economy over the coming decade. Throughout 2022, we have worked hard to start implement new destination development ideas developed in 2021, as well as to secure funds and start planning for more projects into 2023.

COMMUNITY SIGNAGE IMPROVEMENT PROJECT

Tourism Prince Rupert has secured funding to install new signage throughout Prince Rupert. This project aims to improving Prince Rupert's entry & wayfinding signage, bolster downtown appeal through the addition of public art, and provide opportunities for the inclusion of Sm'alg̱yax language locally. We also aim to remove outdated and damaged signage, in addition to creating distinct new City districts that align with the Prince Rupert 2030 Vision.

This project had two main outputs:

- (1) The installation of new highway welcome signs at each main entrance to the community: at the Highway 16 entrance from Terrace and at the Highway 16 entrance from the BC Ferries terminal.
- (2) The installation of new wayfinding and informational signage throughout the downtown and main areas, highlighting the main attractions, activating new City districts identified in the Prince Rupert 2030 Vision, and showcasing the work of local artists.



Concept designs for new highway welcome signs

DESTINATION DEVELOPMENT

WELCOME SIGNS

The replacement of the welcome signs at both entrances to Prince Rupert has long been a desired destination development project, with the sign at the BC Ferries entrance removed due to disrepair and the other sign off Highway 16 from Terrace displaying no sense of community identity or visitor information. The replacement of these signs is an opportunity to showcase Prince Rupert's unique culture and community vibrancy at all main entrances to the city. The new signs will include a welcome message in Sm'algayax as well as artwork created by local artist Russell Mather.

WAYFINDING SIGNAGE

Tourism Prince Rupert aims to help both locals and visitors more easily locate key retail, dining, hospitality, and outdoor adventure business and attractions in the downtown core by installing vibrant new wayfinding signage featuring designs from local artists in key downtown districts. The new wayfinding signage features artwork from local artists Kristen McKay, Lucy Trimble, Roddy Tasaka, and Chris Fraser. The new wayfinding signage will include small informational panels, fingerboard directional signs, and large informational kiosks.



Concept design for Midtown District signage.
Artwork by Lucy Trimble



Concept design for Cow Bay & Waterfront District signage.
Artwork by Kristen McKay



Concept design for Marina District signage.
Artwork by Roddy Tasaka.



Concept design for Historic Downtown District signage.
Artwork by Chris Fraser.

DESTINATION DEVELOPMENT

PROJECT STATUS

In 2022, we completed the art production, design, and community consultation needed to move forward with securing a local contractor to manage the installation and order all signage into production. Broadwater Industries has completed their work to prepare the footings for the wayfinding signage across Prince Rupert's downtown and main visitor areas. These include Cow Bay, Rotary Waterfront Park, Rushbrook Floats, Mariner's Park, downtown next to City Hall, and more. In addition, the old highway welcome signs have been removed and new bases poured in preparation for the new signage.

NEXT STEPS

The signage is currently in the final stages of manufacturing, with all types to be installed by the end of 2022. Early in 2023, we will host an official opening and ribbon-cutting ceremony to celebrate the completion of this exciting project.

SHIPPING CONTAINER MARKETPLACE

Tourism Prince Rupert plans to develop an outdoor vendor market in Prince Rupert aimed at showcasing regional small businesses and artisans to cruise ship passengers for the 2023 cruise season. In lieu of market stalls, refurbished shipping containers will be used, providing shelter and calling to Prince Rupert's main economic driver – international trade. The marketplace will not only create a unique and colourful market area for cruise passengers to explore, but it will also provide a new opportunity for regional artisans, small business owners, and vendors to showcase their products to an international audience.

The market will be developed initially to operate around the cruise schedule, the eventual goal is to also have weekly operating hours that will allow the market to service other visitor demographics as well as Prince Rupert residents.

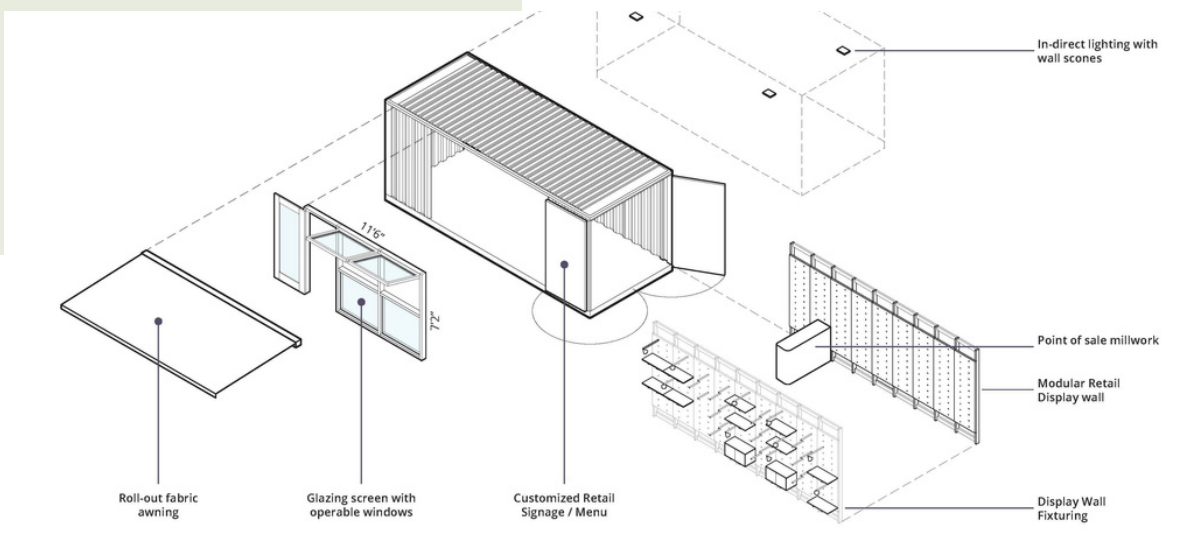


New sign base the Highway 16 East entrance.

Tourism Prince Rupert has secured funding through the Targeted Regional Tourism Development Initiative (TRTDI), via the Northern BC Tourism Association for this project. Tourism Prince Rupert will also be contributing Society funds to the project.

DESTINATION DEVELOPMENT

CONTAINER MARKET CONCEPT DESIGNS



DESTINATION DEVELOPMENT

NEXT STEPS

In 2022, we completed the work necessary to design the market concept, with support from architecture firm Atmospheric Perspective, and worked to secure site permissions for the Atlin Promenade from the Port of Prince Rupert and Global Ports Holdings, who recently took over the Northland Cruise Terminal. We have ordered the containers and will be working in early 2023 to establish the vendor list.

CRUISE SECTOR DEVELOPMENT

With the return of cruise to Prince Rupert in 2022, Tourism Prince Rupert has become more heavily involved in supporting the sector in a number of different ways.

- Cruise Ambassador Program: we provide off the dock information to cruise passengers.
- Merchandise: Many visitors mentioned a lack of "Prince Rupert" souvenirs. TPR is planning to launch merch for 2023 cruise season.
- Cruise Survey: TPR has received 80+ responses from our survey that is made public on cruise ship days to target passengers. 54% of people are very satisfied with their overall experience in Prince Rupert.
- Tour Product Development: TPR has been working closely with GPH and PRPA to help develop new tour product capacity for the cruise sector.

CRUISE AMBASSADOR PROGRAM

In 2022, Tourism Prince Rupert took over the management of the Cruise Ambassador Program. The season began with the development of the program through training provided at the beginning of the season. Approximately 19 volunteers participate in each cruise call beginning early at 8:30am to 6:00pm depending on docking hours.

Volunteers are equipped with city walking tours, city maps, and brochures for local dining & shopping. Additionally, they provide directions, information, and general knowledge of Prince Rupert. The season wrapped up with the Cruise Ship Ambassador Program presenting Nancy Golinia of the Prince Rupert Wildlife Rehab Shelter with a generous donation of \$619.86 from the passengers who visited Prince Rupert in the 2022 cruise season.



EDUCATION & INDUSTRY DEVELOPMENT

INTRODUCTION

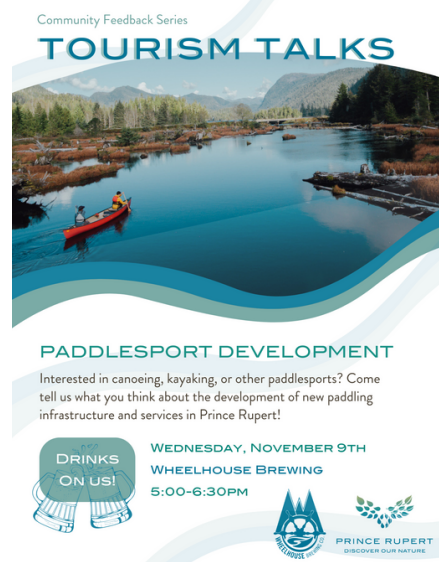
In a remote community such as Prince Rupert, local tour operators and small businesses are the backbone of the tourism sector. In order to ensure the long-term resiliency of tourism in Prince Rupert, it will be crucial for Tourism Prince Rupert to not only support the success of existing local businesses, but also to encourage the development of new local businesses to service the tourism sector.

This objective was identified to help create more opportunities for local entrepreneurship in the tourism sector, to provide resources and support for local businesses, and to bring a new approach to Tourism Prince Rupert's stakeholder outreach model.

2022 OUTPUTS

- Redevelopment of our monthly stakeholder newsletter with tourism sector supports & other information to provide up-to-date resources to our local partners.
- We hosted a "Creative Tourism" workshop for local tourism businesses in partnership with Vancouver Island University.
- In November 2022, we launched a new "Tourism Talks" engagement series to offer feedback forums themed around different tourism sectors,

- In 2022, we also launched a series of monthly giveaways in partnership with local businesses to help raise their profile and grow their social media followings.
- Finally, we participated in the Kaien Island Market and provided a prize giveaway for a survey that investigated the feasibility of a long-term local market, which grew into our container market project.



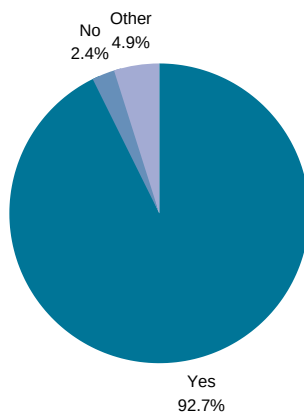
EDUCATION & INDUSTRY DEVELOPMENT

VALUE OF TOURISM SURVEY

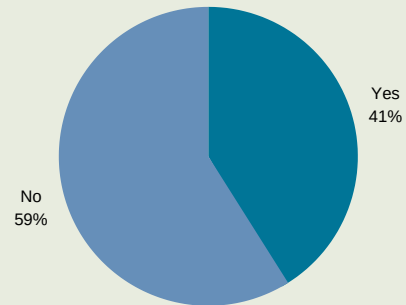
As the tourism industry and tourism related businesses continue their recovery from the dramatic impacts of the COVID-19 pandemic, we are working hard to understand resident attitudes and perceptions regarding the value of tourism in our communities. To that end, we conducted a “Value of Tourism” survey in the fall of 2022 designed to help us understand at both a regional and community level how the tourism economy is valued by local businesses throughout Northwest BC, as well as how we can better support the needs of our tourism sector stakeholders. With answers from over 40 businesses in Prince Rupert, this survey will help us in our continued efforts to advocate for the value of tourism in Northern BC.

KEY RESULTS

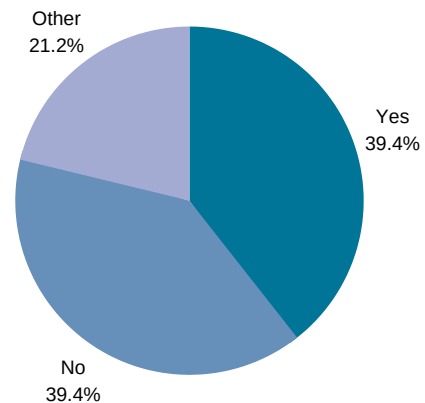
Q: DO YOU THINK THAT TOURISM IS AN IMPORTANT INDUSTRY AND ECONOMIC CONTRIBUTOR IN OUR COMMUNITY?



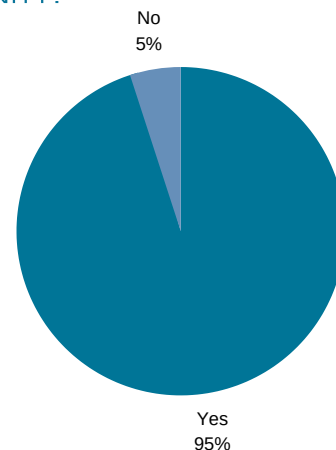
Q: COULD YOUR BUSINESS OPERATE WITHOUT THE VISITOR ECONOMY?



Q: WOULD YOU SAY THAT WE ARE CURRENTLY ATTRACTING THE RIGHT VOLUME OF VISITORS FOR OUR COMMUNITY?



Q: WOULD YOU AGREE THAT TOURISM IS A CONTRIBUTING FACTOR TO A GENERAL INCREASE IN QUALITY OF LIFE FOR RESIDENTS OF YOUR COMMUNITY?



Full results available at visitprincerupert.com

PARTNERSHIPS & INDUSTRY ADVOCACY

INTRODUCTION

Tourism Prince Rupert operates as an independent not-for-profit society; however, the growth of the local tourism economy is a goal shared by many organizations. Tourism Prince Rupert works collaboratively with a number of key local, regional, and provincial organizations to help promote Prince Rupert as a world-class tourism destination. Continuing to develop these partnerships through regular communication, working together on joint projects related to the growth of the tourism sector, and sharing resources will be crucial to Tourism Prince Rupert's ongoing fulfilment of its mandate.

In order to accomplish this objective, a number of key activities will be critical, including maintaining key relationships with the City of Prince Rupert and the Prince Rupert Port Authority, among others identified in our stakeholder map; advocating for the economic growth and development of the tourism sector to all levels of government; maintaining a corporate community presence that allows local residents and key stakeholders to engage with us at all times; and continuing to build on the successful stakeholder model of Tourism Prince Rupert's Board of Directors.

2022 OUTPUTS

- Strengthened our partnerships with PRPA and CPR strengthened through new & ongoing destination development projects such as our signage improvement project.
- Supported NBCTA's "Value of Tourism" research work to help advocate for the growth of the tourism sector in BC.
- Staff participation in Destination BC's "Iconics" Provincial Committee.
- After a two year search, we renovated and opened our new corporate office in 2022, creating an open storefront for local stakeholders to meet with us.



OUTLOOK FOR 2023

As we look to 2023 in the tourism sector, Destination Canada predicts that leisure travel is now expected to recover to 2019 levels by 2024. This is one year earlier than their prior forecast in the Spring of 2022. While challenges prevail, the recovery trajectory for Canada's tourism sector is becoming clearer, bolstered by the lifting of COVID-19 restrictions and resilience in travel demand.

Given that 2019 was the strongest ever performing year for Tourism, the updated forecast is a remarkable and welcome outlook for the industry. Domestic tourism will continue to lead the sector's recovery, with the recovery of the US market, which is Canada's biggest opportunity, following closely behind.

Here in Prince Rupert, we expect to see visitor volume continue to grow with significant demand for wild experiences such as visiting the Khutzeymateen Wilderness or experiencing a floating fishing lodge. With the recent announcement of Global Ports Holding taking over the Prince Rupert Cruise Port, it has also been forecast that Prince Rupert has a realistic path to seeing weekly cruise calls and up to 250,000 passengers annually.

We will continue to work hard to further develop our local industry and develop new tourism infrastructure through projects such as our Sm'algax Trail Signage Project, our Shipping Container Market, and more. We will also continue to market Prince Rupert externally as a world-class destination, growing domestic and international interest in the North Coast of BC, providing high-level visitors services, and producing high-quality print and digital visitor materials.

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.

