



PRINCE RUPERT
DISCOVER OUR NATURE

TOURISM PRINCE RUPERT STRATEGIC PLAN 2022-2027

Strategy Snapshot

VISION

Prince Rupert is a dynamic, unique, and fulfilling place to live, supported by a thriving and respectful visitor economy.

MISSION

Sharing Prince Rupert's unique spirit by leading tourism marketing and destination development initiatives.

VALUES

Authentic, Entrepreneurial, Collaborative

STRATEGIC OBJECTIVES

Objective 1 - Destination Marketing: Tourism Prince Rupert will execute a comprehensive marketing strategy that reflects Prince Rupert's authentic diversity and culture to increase annual visitor volume and economic impact.

Objective 2 - Indigenous Tourism: Tourism Prince Rupert will highlight Ts'msyen culture and language in marketing and destination development initiatives and support the development of new Indigenous-led tourism products and experiences.

Objective 3 - Destination Development: Tourism Prince Rupert will initiate and support destination development opportunities resulting in new market-ready, authentic tourism products and experiences.

Objective 4 - Industry Development: Tourism Prince Rupert will foster collaborative relationships with key tourism partners to create and enhance local opportunities for education, training, and industry advocacy, stimulating the development of new tourism ventures and bolstering the resilience of existing tourism operators in Prince Rupert.