



PRINCE RUPERT
DISCOVER OUR NATURE

TOURISM PRINCE RUPERT

2024 ANNUAL REPORT

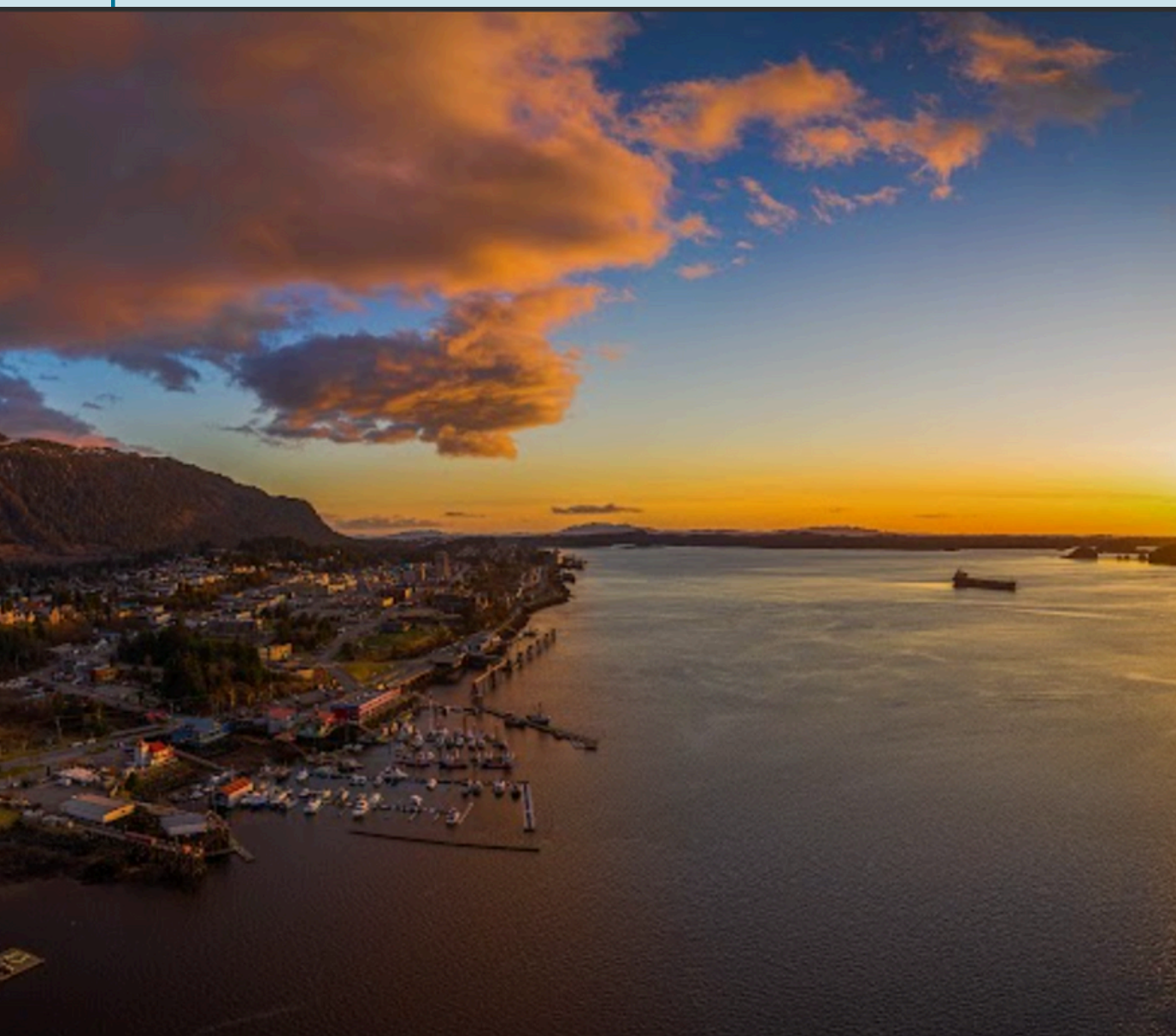


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ABOUT TOURISM PRINCE RUPERT

MISSION AND VISION

Tourism Prince Rupert is an independent not-for-profit society whose purpose is to promote and grow Prince Rupert as a world-class destination for leisure travel, outdoor adventure, and coastal amenities.

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

Tourism Prince Rupert believes that Prince Rupert's unique experiences, culture, history, and geography are what set it apart from other destinations. We strive to maintain a genuinely authentic representation of the community across all initiatives.

ENTREPRENEURIAL

Tourism Prince Rupert makes strategic use of its resources by acting in an entrepreneurial way, engaging in creative initiatives that address industry challenges and developing compelling campaigns that promote Prince Rupert as a unique destination.

COLLABORATIVE

Tourism Prince Rupert strives to be collaborative with community partners, tourism businesses, and sectoral organizations across all programs and initiatives to ensure that our work is informed, timely, and making optimal use of the resources available.



ABOUT TOURISM PRINCE RUPERT

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.

(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.

(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.

(3) DESTINATION DEVELOPMENT

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

(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.



2024 HIGHLIGHTS & REFLECTIONS

Prince Rupert saw continued growth in visitor volume throughout 2024, supported by a strong cruise season. TPR achieved several key milestones, including receiving our Rainbow Registered accreditation, the operation of the Lax Süülda Container Market for a second season, introducing the popular monthly Night Bazaar Market, and launched a complete brand refresh. We also reintroduced Dine Out Prince Rupert, our winter dining festival, and launched Burger Bananza, a new fall food event that exceeded expectations, and the design of new interpretive trail signage is now underway

The Prince Rupert Visitor Information Centre, operated in partnership with the Prince Rupert Port Authority and their Port Interpretive Centre, was newly renovated and reopened for the 2024 season. From May to August, the centre welcomed 22,962 visitors, marking a notable increase in foot traffic. Additionally, from May to September, we operated out of a modified shipping container at the Lax Süülda Container Market on cruise ship days, weekends, special events, and Night Bazaars—selling branded merchandise and providing pad maps and brochures to support visitor services throughout the summer.

In 2025, we will focus on further activating the Visitor Information Centre and support the growing cruise sector with enhanced services and updated print materials. We also plan to expand the Lax Süülda Container Market year-round with more community events and markets.

In 2024, Tourism Prince Rupert ran successful marketing campaigns, including the “Sip and Stay” campaign with the BC Ale Trail, a partnership with BC Ferries and Northern BC tourism to promote the Inside Passage Route, and several influencer campaigns. We also launched cooperative marketing with other Northwest BC communities and ran monthly promotions spotlighting local tourism businesses. Additionally, we increased community involvement by supporting local events and partnering with organizations to better serve the community.



2024 HIGHLIGHTS & REFLECTIONS

In 2024, Tourism Prince Rupert saw strong engagement across all marketing initiatives, highlighting significant growth opportunities for the visitor economy. We successfully operated the Volunteer Visitor Ambassador program, recruiting and training over 30 ambassadors to support cruise ship days and community events, while the Lax Süülda Container Market continued to serve as a vibrant hub for welcoming visitors.

Finally, in 2024, Tourism Prince Rupert proudly partnered with multiple organizations to pursue the development of a new food brand identity, positioning Prince Rupert as the Dungeness Crab Capital of Canada. As a first step in bringing this vision to life, we installed our inaugural Crab Trap Christmas Tree, which was met with overwhelming enthusiasm and pride from the community. This unique and memorable installation not only celebrated our coastal heritage but also laid the foundation for future marketing initiatives centered around Prince Rupert's incredible seafood offerings.

Overall It was a busy season with several new initiatives launched or in development. Tourism Prince Rupert continues to lead destination marketing, development, and industry growth on the North Coast.



DESTINATION MARKETING

Marketing is a major part of Tourism Prince Rupert's work to grow visitation through promotion, destination development, and collaboration with local and regional partners. We market Prince Rupert as a world-class tourism destination year-round through paid advertising, social media, visitor guides, and email newsletters.

We also launch new campaigns to increase awareness and visitor volume every year. In 2024, we launched new campaigns to boost awareness and attract more visitors to Prince Rupert. We continued our participation in several co-operative marketing programs with other BC communities, including the BC Ale Trail, Route 16 and more. We also partnered with BC Ferries on a new campaign, supported multiple influencer and FAM trips, and collaborated with photographers and videographers to capture fresh content showcasing the Prince Rupert area.

TRAVEL TRADE & MEDIA

In 2024, Tourism Prince Rupert hosted several key travel trade and media trips to elevate the destination's profile and strengthen international connections. In late May, we facilitated a Northern BC Tourism-organized trip for six travel professionals, including representatives from Destination BC, Australia, and the UK. The group explored top attractions like the North Pacific Cannery, Fukasaku, Olde Time Trolley Company, Ribtide Tours, and Butze Rapids.

In June, we hosted a German media trip, where a writer and his wife explored the same attractions, providing valuable content for German-speaking audiences. We also welcomed UK media representatives Oliver Berry and Claire Dodd, who followed the same itinerary but added Arabisk and a Grizzly Bear Tour through Adventure Tours.

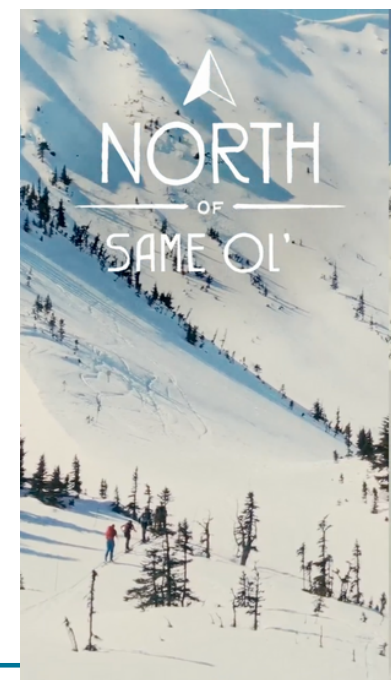
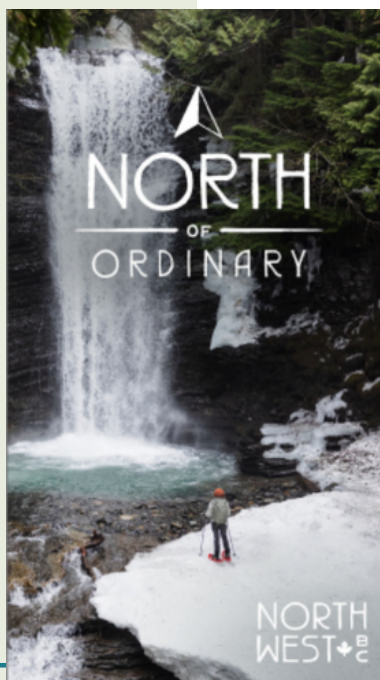
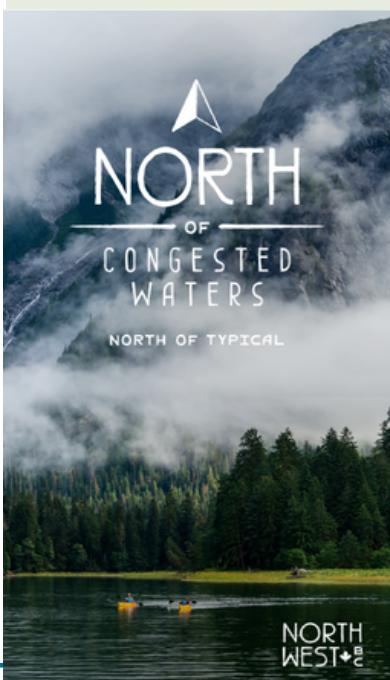
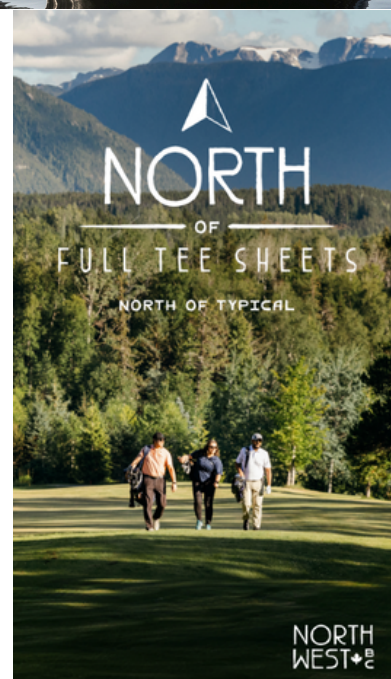
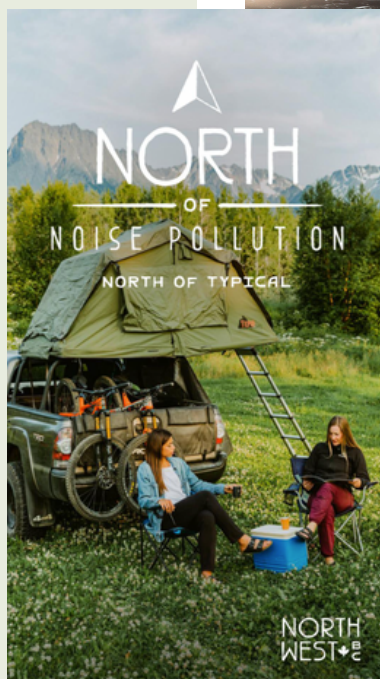
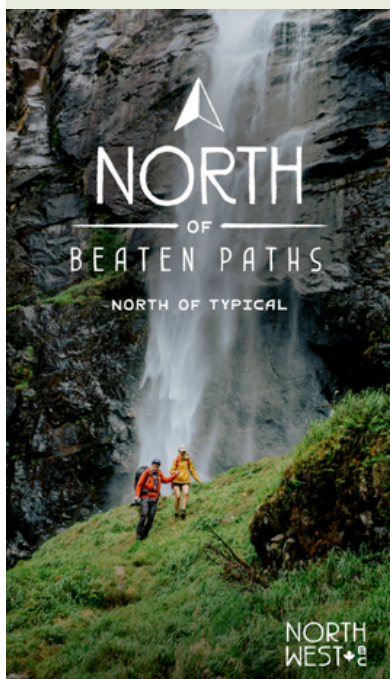
These trips were key in raising global awareness of Prince Rupert, building relationships with international travel professionals and media, and positioning the community as a sought-after destination for global travelers.



DESTINATION MARKETING

INFLUENCER CAMPAIGNS

In 2024, Tourism Prince Rupert supported a content trip with Hannah Madill, who covered Dine Out Prince Rupert. Hannah provided licensed imagery from her visit and leveraged her content into features for Destination BC and the BC Culinary Tourism Alliance.



DESTINATION MARKETING

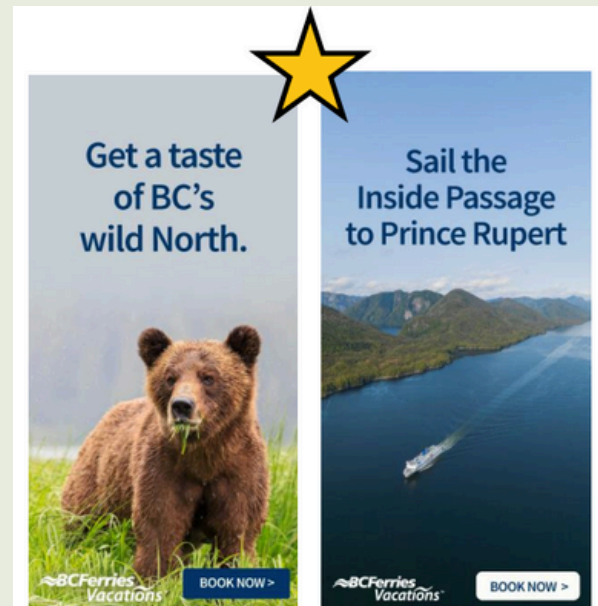
BC FERRIES CAMPAIGN

Tourism Prince Rupert was once again one of three key partners in the annual Northern BC Tourism, BC Ferries, and Communities Campaign. The 2024 campaign delivered strong results, particularly on social media, with impressive engagement. It featured a multi-channel approach including TV commercials, print features, radio promotions, targeted digital advertising, and a popular giveaway component.

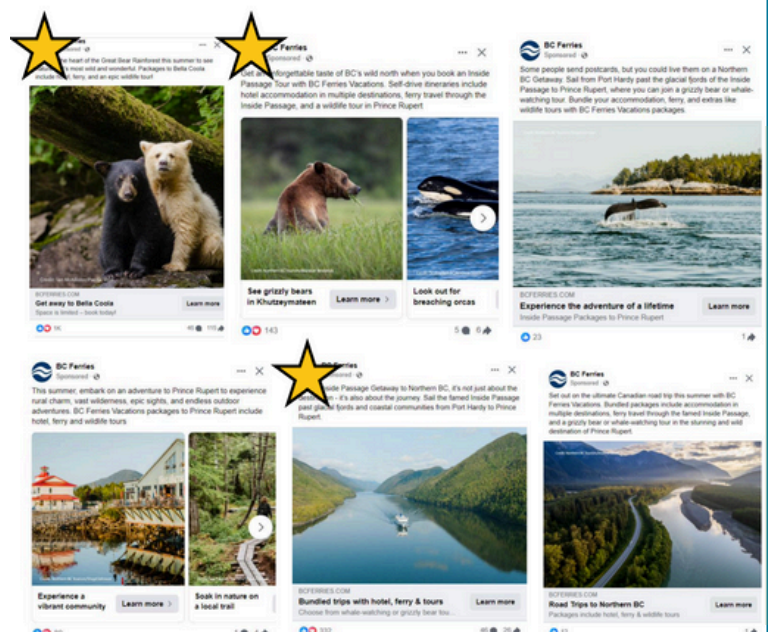
- Global News Contest / CKNW Mornings.
- Media posts on Global BC & CKNW pages
- Live on-air mentions with Global News Mornings, as well as pre-produced contest mentions with CKNW Mornings.
- Features on BCF, Global & CKNW websites.

To further enhance the promotion of Northern BC, additional paid media placements were secured, including:

- eNewsletters
- Vessel & Terminal Posters / Signage
- Signage at BCF Downtown Centre
- Radio spots
- Facebook & Instagram Ads
- Print Insertions
- Display Advertising
- Paid Social on Instagram & Facebook
- Story Ads



The 2024 campaign also featured a contest component, with entries continuing to increase year over year. The grand prize was a BC Ferries Vacations Inside Passage Wilderness Circle Tour, which included hotel accommodations, ferry travel with an Inside Passage sailing, and a wildlife tour in Prince Rupert.



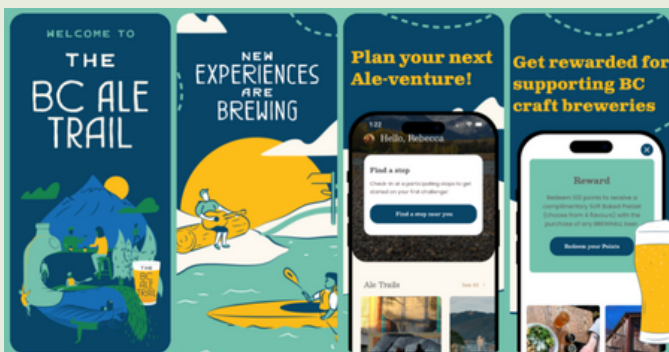
DESTINATION MARKETING

DESTINATION BC COOP MARKETING PROGRAMS

In 2024, in addition to executing our own distinct marketing campaigns, Tourism Prince Rupert continued to participate in several Co-op Marketing Programs supported by Destination BC. These collaborative programs involve financial contributions from multiple communities or organizations, with matching funds often provided by Destination BC through their official Co-op Marketing initiative. Programs are typically either regional—focused on promoting a specific geographic area—or sectoral, targeting specific tourism activities such as fishing or outdoor recreation.

Tourism Prince Rupert took part in the following Co-op Marketing Programs in 2024:

- BC Ale Trail
- Route 16
- Visit Northwest BC
- Go North RV



BC ALE TRAIL

In 2024, Tourism Prince Rupert continued its support of the BC Ale Trail, contributing to the program’s global tactics that benefit the entire trail network, including digital marketing campaigns, blog content, public relations, social media, YouTube features, and a newly launched mobile app and redesigned website. As a direct result of Geoff Heath’s visit to Prince Rupert in 2023, we received a professionally produced promotional video in 2024 that highlights many of the city’s key attractions and craft beer offerings. The BC Ale Trail’s new mobile app features an improved user interface, local Visitor Centres, Sip + Stay offers, and an events calendar. Tourism Prince Rupert also participated in the 2024 Fall Sip + Stay campaign, which included digital and print promotions across BC, Alberta, and Washington, as well as brewery vouchers and extended offers to encourage fall travel. Five hotels in Prince Rupert took part—more than any other Northern BC community—demonstrating strong local buy-in and alignment with the campaign’s goals.

Additionally, the BC Ale Trail supported Prince Rupert’s Downpour Beer Festival with paid promotional campaigns, further enhancing the city’s profile as a craft beer destination.

DESTINATION MARKETING

DESTINATION BC COOP MARKETING PROGRAMS

GO NORTH RV

In 2024, Tourism Prince Rupert continued its partnership with Northern BC Tourism and the Go North RV co-operative to promote Northern British Columbia as a premier RV and camping destination. Building on the momentum of previous years, the 2024 campaign aimed to deepen engagement with key traveler segments and drive visitation to Prince Rupert and the broader northern region.

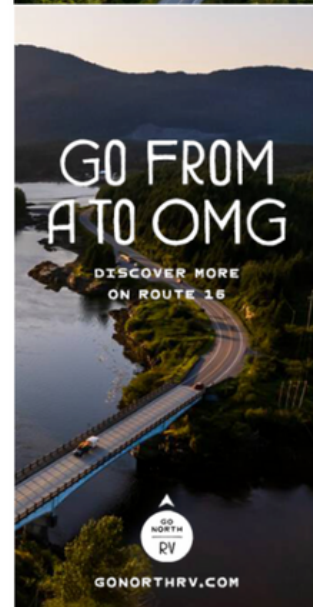
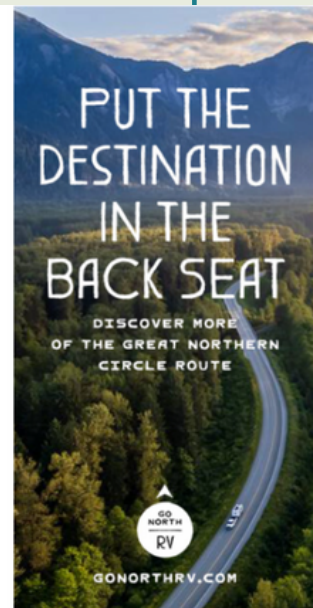
This year's campaign leveraged targeted digital marketing to reach audiences in Northern BC, Alberta, the Lower Mainland, and key U.S. border states. The strategy included programmatic display and paid social advertising, with a continued focus on data-driven targeting to maximize performance. Creative was refreshed for the 2024 campaign to ensure visual consistency and strong brand representation across all platforms.

Top Performing Creative Routes:

- Route 16 – Yellowhead Highway continued to be the most effective, especially for static creative.
- Great Northern Circle Route and Roadside Attractions also saw strong engagement, particularly with motion ads.

Key Results

- Impressions: 4.6 million+ across all platforms
- Engagement: 165,000+ (likes, shares, comments, etc.)
- Website Traffic: 72,000+ visits to campaign pages
- Video Views: 390,000+ views across campaign video content
- Bookings Impact: 23% increase in Prince Rupert RV bookings with Go North RV Rentals vs. summer 2023



DESTINATION MARKETING

DESTINATION BC COOP MARKETING PROGRAMS

ROUTE 16

In 2024, Tourism Prince Rupert continued its participation in the Route 16 consortium project. In collaboration with partners including Tourism Prince George, the Regional District of Fraser-Fort George, the Regional District of Bulkley-Nechako, Tourism Smithers, Kermodei Tourism, and Tourism Kitimat, the initiative promoted the Highway 16 corridor as a tourism destination and scenic motorcycle touring route.

In 2024, the Ride North campaign used video-driven Facebook and Instagram ads to target BC and Alberta audiences and promote bookable tours on Route16.ca.

In 2024, the Route 16 co-op shifted its focus to the Northwest, spotlighting Prince Rupert through a new campaign developed in partnership with Tourism Prince Rupert and Six Sigma Productions. A short film titled *Hey Kid*, featuring local guide Steve Milum of Skeena Kayaking, premiered at the VAHNA Film Festival. The story follows Steve's journey to discovering Prince Rupert by bike—his “freedom machine”—and showcases key sites in and around the community. The project yielded over 30 licensed images, multiple short promotional videos, and a blog post now featured on Route16.ca. A full campaign launch is planned for May 2025, with a focus on Prince Rupert and the Great Northern Circle Route, connected via Highway 16 and BC Ferries' Inside Passage.



DESTINATION MARKETING

DESTINATION BC COOP MARKETING PROGRAMS

VISIT NORTHWEST BC

The Northwest BC Co-op Marketing Partnership Program continues to promote the region through collaborative marketing efforts among partners from Prince Rupert, Terrace, the Nass Valley, Smithers, Hazeltons, and Burns Lake.

Key 2024 Initiatives:

1. Content Development:

- **Storytelling & Media Hosting:**
Coordinated regional media trips and press opportunities through TMAC and Destination BC.
- **Asset Collection:** New photo and video content was captured in several communities, including Prince Rupert

2. Paid Media Campaigns:

- **Spring & Fall Campaigns with Destination BC:**
 - **Spring Campaign Reach:**
 - 5.6 million impressions
 - 36,000+ clicks
 - CTR of 0.64%
 - **Fall Campaign Reach:**
 - 2.9 million impressions
 - 22,000+ clicks
 - CTR of 0.75%

- **Google, YouTube, and Meta Advertising:**
 - Targeted BC, Alberta, and Washington audiences
 - Focused on road trips, wildlife viewing, and Indigenous cultural travel
- **Website & SEO Strategy:**
- Regional stories and themed blog posts were shared across partner websites
- Content featured unique regional itineraries to promote longer stays and broader exploration
- **Travel Trade Engagement:**
- Hosted UK & Australian travel trade FAM tours in Prince Rupert and surrounding communities
- Developed new itineraries and tourism experiences for export-ready product development
- **Collaborative Campaign Themes:**
- Emphasized Highway 16 touring, Indigenous culture, and outdoor adventure
- Supported events like National Indigenous Peoples Day to attract cultural tourism
- **Results & Measurement:**
- Total Co-op campaign impressions across all channels: over 8.5 million
- Combined website traffic driven by campaigns: 58,000+ sessions
- Media exposure and story pickup by publications such as Canadian Geographic and Montecristo Magazine

DESTINATION MARKETING

CONTENT PRODUCTION

PHOTOGRAPHY & VIDEOGRAPHY

During the 2024 summer season, Tourism Prince Rupert collaborated with content creators and professional photographers to address key gaps in our visual asset library. As a result, we licensed over 100 new high-quality images and provided updated photography to more than 20 local businesses.

ORGANIC SOCIAL MEDIA

In 2024, Tourism Prince Rupert continued to post daily Instagram Stories to promote campaigns, share partner content, and highlight local businesses and events. Our weekly “What’s Happening This Week” feature remained a key tool to drive awareness of local happenings and the Community Calendar on our website. We maintained a steady mix of user-generated and professionally licensed content, aiming for at least three posts per week across photos, reels, and blog features. This year, we surpassed 5,500 followers on Instagram and are aiming to exceed 6,000 in 2025. We plan to mark the milestone with a giveaway in partnership with local businesses.

BLOG

In 2024, Tourism Prince Rupert continues to build its collection of evergreen blog content to support both the website and social media channels. We now have 19 blogs published on our site, with several additional entries written and ready for future release. We also regularly collaborate with local writers to showcase unique stories and experiences from the region.

REELS

In 2024, Tourism Prince Rupert continued to grow its library of Instagram Reels, which have proven to be an effective way to boost audience engagement. Since late 2022, we’ve produced over 65 reels, generating:

- 10,185 likes (an average of 150 per post)
- 227,822 views (an average of 3,500 per post)
- 734 comments (an average of 11 per post)

Our top-performing reel is approaching 20,000 views, highlighting the strong potential of video content to promote Prince Rupert’s unique experiences.



DESTINATION MARKETING

MERCHANDISE

In 2024, Tourism Prince Rupert continued to grow its line of locally inspired “Prince Rupert” merchandise, sold at the Lax Süülda Container Market from May to September and online at visitprincerupert.com/store.

Highlights:

- 20 unique products ranging from t-shirts and sweaters to hats, stickers, and candles
- Several new items added in 2024, which were well received by both locals and visitors
- Designs inspired by Prince Rupert’s iconic “Jim West” signage and surrounding geography
- Locally produced in Prince Rupert and Smithers, BC
- Over 50% of the inventory sold during the season, reflecting strong demand and community support

Top Selling Products:

- Metal Magnets: 324 units
- Enamel Pins: 172 units
- Stickers: 114 units
- Crewneck Sweater: 83 units
- Graphic T-shirt Black: 81 units



DESTINATION MARKETING

VISITOR GUIDE

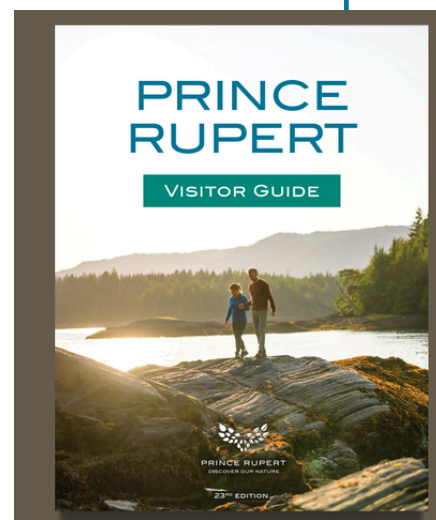
Tourism Prince Rupert manages the design, printing, and distribution of all official Prince Rupert visitor materials. These are made available at our Visitor Centre, at local hotels and attractions, and at other Visitor Centres along the highway 16 corridor. Each of the print materials is also available for download on our website. Each year, we review and update the materials to ensure the information is up-to-date and the design is reflective of the community with new imagery, information, and visitor recommendations.

We produce the following materials:

- Visitor Guide Booklet
- Walking Guide Booklet
- Dining brochure
- Hiking brochure
- Accommodation brochure
- Wildlife Viewing brochure
- Shopping brochure
- Outdoor Adventure brochure
- Fishing brochure
- History & Culture brochure
- Official City Map

In 2024, with a surplus of Visitor Guides from the previous year, Tourism Prince Rupert printed a limited run of 5,000 city maps—primarily for cruise passengers—and 800 each of the History & Culture, Walking Trails, and Wildlife Viewing brochures to round out our inventory for the season.

As we near the end of our rebranding process, we are holding off on any major print orders until the updated designs are finalized. In the meantime, we are focusing on distributing all remaining stock, including an additional push to local hotels in November 2024. All print materials have been reviewed and updated to ensure the digital versions on our website reflect the most current community information. We anticipate launching the fully rebranded materials by mid-2025 visitor season.



DESTINATION MARKETING

VISITOR INFORMATION CENTRE

The Prince Rupert Visitor Information Centre, operated in partnership with the Prince Rupert Port Authority and co-located with their Port Interpretive Centre, was fully renovated and reopened for the 2024 season. The refreshed space provided a welcoming and engaging hub for travelers, supporting the continued growth of tourism in our community. From May to August, the Centre welcomed 22,962 visitors—an increase from the previous year and a strong indicator of the growing interest in Prince Rupert as a destination.

To complement these services, Tourism Prince Rupert also operated a seasonal outpost from a modified shipping container at the Lax Süülda Container Market. Open on cruise ship days, weekends, special events, and Night Bazaars, this satellite visitor services point offered pad maps, brochures, and branded merchandise, extending our reach and visibility throughout the summer months.

The Prince Rupert Port Authority has once again hired summer students to assist with operations and visitor services in the Interpretive Centre. In line with our sustainability goals, TPR staff no longer send out printed guides or brochures by mail.

Instead, visitors are encouraged to use QR codes available on signage and print materials to instantly access all brochures and visitor guides as digital downloads.

Visitor feedback remained overwhelmingly positive, with guests frequently commenting on Prince Rupert's natural beauty, accessible walking trails, and engaging attractions.

Passport stamps and locally inspired merchandise continued to be major highlights for visitors, helping create lasting memories of their time in the community. As we look ahead to 2025, we're excited to build on this momentum and further enhance the visitor experience across all our service touchpoints.



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 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 find meaningful and culturally appropriate Indigenous experiences while visiting Prince Rupert.

2024 OUTPUTS

- Tina Robinson was brought on to contribute an Indigenous design element to our ongoing rebrand. Her contribution includes digitized Chilkat weaving motifs that will be thoughtfully incorporated across branded materials.
- Partnered with Ravensong Soap & Candle, a local Indigenous-owned business, to provide a seasonal pop-up shop at the Lax Süülda Container Market in 2024.
- Continued work on the interpretive trail signage project with the Ts'ymsen Sm'algyax Language Authority, focused on Prince Rupert's main walking trails.

Funded in 2021, this project integrates Sm'algyax language, cultural knowledge, and local ecological education.

- Original artwork by Ts'msyen artist Lucy Trimble will appear on trail signs and associated digital materials.
- Translations and audio recordings in Sm'algyax are being coordinated by Debbie Leighton-Stephens.
- A new educational landing page will be created on visitprincerupert.com featuring trail information, local flora/fauna, and language recordings.
- Lucy Trimble's artwork will also be used in a scavenger hunt activity—available at the Visitor Centre and distributed to local teachers for educational use.

K'wilamaxs Labrador Tea

Narratives

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Traditional Uses

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Habitat/Geographic Range

Labrador tea is found along the coast of British Columbia, in Alaska, and in western Washington. It is found in muskegs, bogs, and coniferous woods. The presence of Labrador Tea is usually an indicator of wet, very acidic soil.

Interesting Facts

The leaves of Labrador tea contain essential oils, giving them a strong, resinous scent. This aroma is often described as balsamic or slightly sweet. Labrador tea contains compounds such as ledol and terpenoids, which contribute to its aromatic and medicinal properties.



SCAN TO
HEAR AUDIO
PRONUNCIATION

This interpretive signage was developed by the Ts'msyen Sm'algyax Language Authority in partnership with Tourism Prince Rupert.

Artwork by Lucy Trimble | Panel Shape Design by Russell Mather

Thank you to the Prince Rupert Port Authority for providing funding for this project. Thank you to Parks & Trails BC for their support of this project on Butze Rapids Interpretive Trail.



DESTINATION DEVELOPMENT

INTRODUCTION

As we move into 2025, destination development continues to be a top priority for Tourism Prince Rupert for several key reasons. First, increasing the number of market-ready tourism products is vital to ensuring the long-term resilience of Prince Rupert's tourism sector. Additionally, destination development projects enhance the overall attractiveness and livability of the community, which plays a crucial role in supporting the recruitment efforts of local employers across all sectors. This, in turn, strengthens the local economy, providing significant benefits over the next decade.

In 2024, we successfully launched several new destination development initiatives and secured additional projects for 2025, laying a strong foundation for continued growth and prosperity in the years ahead.

DINING FESTIVALS

In 2024, Tourism Prince Rupert took the lead in planning and executing two key dining festivals aimed at enhancing the city's culinary tourism and supporting the local hospitality sector.



Dine Out Prince Rupert (DOPR) made a highly anticipated return for its 4th year after a five-year hiatus. Held in the early months of the year, this event played a crucial role in driving business to the city's incredible and unique restaurants during the traditionally slower season. DOPR highlighted the diverse and sophisticated dining options that are a hallmark of Prince Rupert, offering both residents and visitors a chance to indulge in exceptional culinary experiences that reflect the heart of the community.

Burger Bonanza also made its debut in November, bringing fresh energy to the fall dining scene. This month-long event invited locals and visitors to explore a variety of creative and innovative burgers at participating restaurants, all for a fixed price of \$19. With over 900 burgers sold at one of the top restaurants alone, Burger Bonanza proved to be a resounding success. The event encouraged engagement through a burger tracker and social media sharing, driving more business to our exceptional restaurants while offering a fun, flavorful experience for everyone involved. Both events successfully reinforced Prince Rupert's reputation as a destination with a rich and diverse food culture, while supporting the growth and sustainability of the local restaurant scene.

DESTINATION DEVELOPMENT

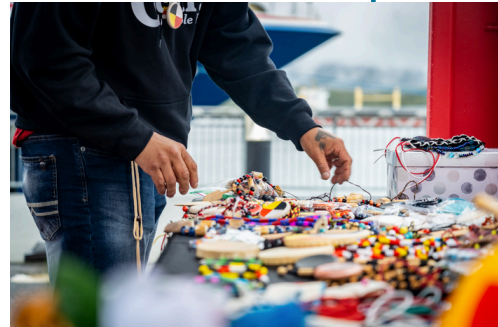
LAX SÜÜLDA CONTAINER MARKET

The Lax Süülda Container Market is a new waterfront vendor market located on the Atlin Promenade in Prince Rupert aimed at showcasing regional small businesses and artisans to visitors.

The name was selected with support, direction, and permission from the Ts'msyen Sm'algyax Language Authority. In Sm'algyax, the language of the Ts'msyen People, "Lax Süülda" means "on the ocean." The name choice highlights the importance and significance of Ts'msyen language and culture in Prince Rupert, as well as the community's deep-rooted connection to the ocean and surrounding environment.

In lieu of market stalls, refurbished shipping containers have been used, providing shelter and calling to Prince Rupert's role as an economic driver in international trade. The marketplace not only created a unique and colourful market area for cruise passengers to explore, but it also provided a new opportunity for regional artisans, small business owners, and vendors to showcase their products to an international audience.

The market opened for its second season on May 1st, 2024, operating through the 2024 cruise season until the final cruise call on September 27th, 2024.



DESTINATION DEVELOPMENT

2024 SEASON HIGHLIGHTS

- Managed by Tourism PR.
- Vendors recruited from the Northwest between Haida Gwaii and Prince George, with 84 participating vendors in the 2nd season with vendors committing to long term rentals, rather than short term.
- We expanded the markets beyond cruise call days and hosted several Sunday farmers markets, and Thursday Night Bazaars featuring an expanded footprint with live music, and food trucks. These events were incredibly well received by both the vendors, and the community. we plan to expand our offerings in 2025.
- Continued to offer limited Visitor Information in the container operated by Tourism Prince Rupert, with a main focus on merchandise.
- Market site is fully accessible with ramps installed at each container.

Seed Funding for the Development of the Lax Sūülda Container Market was provided by Northern BC Tourism Association (NBCTA) through the Province of BC's Targeted Regional Tourism Development Initiative Fund (TRTDI).

Support for land-use and the installation of electrical at the site is provided by the Prince Rupert Port Authority.

Thank you to all of our partners and sponsors!



DESTINATION DEVELOPMENT

CRUISE SECTOR DEVELOPMENT

The 2024 cruise season saw 58,492 passengers transit through the Prince Rupert Cruise Port between May 1st and September 27th. While this represents a decrease from the record-breaking 2023 season, it still reflects a strong level of activity for the port. The continued partnership with Global Ports Holdings, the world's largest cruise operator, ensures that Prince Rupert remains a key stop for cruise lines, and we anticipate steady growth in passenger volumes over the coming years.

With the return of cruise traffic, Tourism Prince Rupert ramped up its involvement in supporting the cruise sector in various key areas:

Cruise Ambassador Program: We provided off-the-dock information to cruise passengers, ensuring a warm welcome and enhancing their overall experience in Prince Rupert.

Visitor Services: Tourism Prince Rupert in partnership with PRPA offered in-person visitor services at Port Interpretive Centre throughout the 2024 season.

Merchandise: Visitors expressed a desire for more "Prince Rupert" branded souvenirs, Tourism Prince Rupert launched a merchandise line in 2023 and expanded on our offerings in 2024. The merchandise was very well received by cruise passengers and became a popular way to commemorate their visit.

As we move forward, Tourism Prince Rupert remains committed to strengthening the cruise tourism sector, ensuring that both visitors and local businesses continue to benefit from the growing number of cruise passengers expected in the coming years.

CRUISE AMBASSADOR PROGRAM

In 2022, Tourism Prince Rupert took over the management of the Cruise Ambassador Program. We now provide training each year in advance of the season, print materials, apparel, and scheduling services for the Ambassadors. Approximately 24 volunteers participate in the program, providing directions, information, and general knowledge of Prince Rupert for cruise passengers.



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.

2024 OUTPUTS

- Tourism Prince Rupert worked with Aquila Training to bring a Cruise Service Excellence Certification training opportunity to Prince Rupert in April 2024, for tour operators and visitor services staff at the Crest Hotel.
- We worked with Hecate Strait Employment development Society to provide Superhost training through Go2HR for tourism and hospitality professionals.

- "Tourism Talks" engagement series continued in January themed around hotel partners and their needs for peak season and shoulder season, and discussed how TPR can help.
- Monthly giveaways in partnership with local businesses were promoted throughout the year, offering promotional opportunities to small businesses.
- Vendor opportunity offered to 80 unique vendors local to the Northwest through the Container Market.
- Sponsorship of community events such as the Business Excellence Awards, and the Downpour Beer Festival.
- Achieved our Rainbow Registered designation and supported several pride events in June, included Prince Ruperts first drag show at the Tom Rooney Playhouse
- Hosted Destination Development workshop with Destination BC, Northern BC Tourism, and Indigenous Tourism BC.



OUTLOOK FOR 2025

As we enter 2025, Tourism Prince Rupert remains optimistic about continued tourism growth. While 2024 saw a slight dip in cruise visitation from the record-breaking 2023 season, land-based travel to Northwest BC continued to rise, with 574,800 domestic visitors in 2023—a 5.5% increase over 2022. British Columbians made up 62% of visitors, followed by Albertans at 21%. Key origin cities included Vancouver, Surrey, Prince George, Edmonton, and Calgary. Alberta visitation rose sharply, with February overnight stays up 165% year-over-year, showing strong off-season potential.

Though August saw minor declines from some provinces, other months like February and April experienced growth, highlighting opportunities to expand shoulder-season travel.

In 2025, Tourism Prince Rupert will align with Destination Canada's projections, which forecast growing regional interest, new visitor experiences, strengthening Indigenous partnerships, and focus on seasonality, Prince Rupert is well positioned for continued success.

Looking ahead to 2025, Tourism Prince Rupert has outlined key initiatives aimed at further enriching the local tourism landscape:

Return of Burger Bonanza(November 2025) and Dine Out Prince Rupert(January 2025) :

Looking ahead to 2025, Dine Out Prince Rupert and Burger Bonanza will return to celebrate the city's dynamic food scene, driving traffic to local restaurants during the quieter winter and fall seasons and highlighting the culinary creativity that defines Prince Rupert.

Tourism Prince Rupert Brand Refresh Project:

Looking ahead to 2025, Tourism Prince Rupert will complete and launch a refreshed brand that captures the spirit of our community and the unique experiences we offer. This new identity reflects our commitment to staying relevant in a competitive travel landscape and ensuring Prince Rupert is presented in a compelling, authentic, and contemporary way.



OUTLOOK FOR 2025

Marketing Focus on Shoulder-Season:

To maximize the potential of the shoulder seasons, Tourism Prince Rupert will launch marketing campaigns targeted at increasing visitation in the shoulder seasons. These initiatives will provide incentives, such as gift cards to local businesses, tied to hotel stays during these periods, encouraging visitors to explore the region during times of lower traditional tourist activity.

GreenStep Certification:

In 2025, Tourism Prince Rupert is actively working toward achieving GreenStep certification, reflecting our commitment to environmental sustainability and responsible tourism. This process will help us assess and improve our environmental impact while aligning our operations with global best practices for sustainable destination management.

Sm'alg̱ax Language Trail Signage Project:

In collaboration with the Ts'msyen Sm'alg̱ax Language Authority, Tourism Prince Rupert is set to complete the Sm'alg̱ax language trail signage project. This initiative not only preserves cultural heritage but also enhances the visitor experience by offering insights into the rich linguistic tapestry of the region.

Visitor Services in Cow Bay and Operation of Lax Sūülda Container Market:

To better serve our visitors, Tourism Prince Rupert will provide enhanced Visitor Services in Cow Bay. Additionally, the operation of the Lax Sūülda Container Market for the 2025 season will offer a unique and vibrant marketplace, showcasing local products and culture.

In conclusion, with these strategic initiatives and a positive industry outlook, Tourism Prince Rupert looks forward to a dynamic and prosperous 2025. Together, we will continue to shape our destination as a must-visit location, fostering memorable experiences for all who come here to explore the beauty and charm of our region.

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.