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## **Tourism Prince George Society**

*PRINCE GEORGE  
2018 MRDT  
ONE-YEAR TACTICAL PLAN*

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## *Preface*

<b>Designated Recipient:</b>	<b>City of Prince George</b>
<b>Designated Accommodation Area:</b>	<b>City of Prince George</b>
<b>Date Prepared:</b>	<b>November 25, 2017</b>
<b>MRDT Repeal Date:</b>	<b>June 30, 2022</b>
<b>Five-Year Period:</b>	<b>July 1, 2017 – June 30, 2022</b>

## **Section 1: Overview and Update to Five-Year Strategic Context**

### *Strategic Direction*

#### **Vision**

The vision for Tourism Prince George is as follows:

**Prince George will be a recognized premier all-seasons destination – a community with remarkable urban experiences surrounded by incredible wilderness opportunities.**

#### **Mission**

The mission for Tourism Prince George is as follows:

**In a five-year period, starting July 1, 2017, Tourism Prince George will increase visitation to Prince George by 40% (as measured by growth in the MRDT revenues).**

#### **Overall Goals and Objectives**

Long-term tourism growth will be accomplished by focusing on the following overall goals and objectives:

- **Consumer Market Development** – We will promote the positive image of Prince George through engagement and continuing to build a compelling brand in core and niche markets.
- **Sport Tourism Development** – We will develop services, partnerships and promotional programs in the Sport Tourism sector that build Prince George’s capacity to host successful sporting events year-round.
- **Meetings and Conventions** – We will develop services, partnerships and promotional programs in the Meetings and Conventions sector that build Prince George’s capacity to host successful events year-round.
- **Destination and Product Experience Management** – We will have accessible and desirable products during all seasons that are available to a wide range of visitors in the leisure market including Aboriginal, arts & culture, and adventure.
- **Visitor Services** – We will provide excellent customer service and support local tourism stakeholders in delivering professional services to visitors.
- **Organizational Effectiveness** – We will increase the capacity and effectiveness of Tourism Prince George in the following areas – governance, engagement, staff capabilities, policies & procedures.

## *Key Learnings and Conclusions*

### **Consumer Market Development**

#### *Project #1: Digital Assets*

Produced 50 images and 13 videos.

#### *Project #2: Collateral Production and Distribution*

**Visitor Guide.** We have sold all the advertising for the 2018 edition. We are currently refreshing content for the 2018 guide and adding 16 pages of new content, which will be in market in early 2018.

#### *Project #3: Media Advertising and Production*

**Co-op Marketing Program Development.** Our 2017/18 Route 16 motorcycle touring co-op marketing project with DBC is in mid-stream. The project has built up our content along the route by hosting an influencer trip. The campaign website and video content was recently launched. We have received good feedback from the partners involved. For our 2018/19 co-op application to DBC, we are working to expand on the 2017/18 campaign by incorporating additional partners and tactics.

**Seasonal Consumer Campaigns.** In 2017, we delivered two seasonal campaigns to promote the “Celebrate PG” festivals and events taking place in February and July. We are currently in market with a winter regional campaign, “Stay and Play the Northern Way”. This campaign incorporates incentives for visitors to book two-night stays in the shopping season leading up to Christmas.

#### *Project #4: Website*

Currently adjusting categories to be more user friendly. Blog content posted regularly.

#### *Project #5: Consumer/Trade Shows and Events*

**Adventure Shows.** In 2017, we attended outdoor adventure shows in Vancouver and Calgary.

**Hunting.** In 2017, we continued with our annual support, providing matching funding toward the expenses for northern guide outfitters to attend tradeshow in the US and Europe that target this niche market.

#### *Project #6: Travel Media Relations*

**Media Trips.** We continue to work to support the efforts of Northern BC Tourism’s travel media department by hosting media trips and showcasing what Prince George has to offer. We would like to continue to support these efforts in 2018.

## **Sport Tourism Development**

### *Project #7: Bidding Strategy*

In 2017, Tourism Prince George, in partnership with the City of Prince George, launched a 10 year Sport Tourism. This year we have been developing a bidding strategy that accounts for various classifications of events and the community's capacity to host the events.

### *Project #8: Sport Tourism Speaker Series.*

Tourism Prince George hosted four training and networking events in 2017 dedicated to four key event hosting topics. Feedback was very positive, however, the numbers of attendees has dropped from 2016. Thus, we will be putting this program on hold for 2018 as we believe the need has been met for the time being. We may pick it up again when we see the demand/need for training increase. In the meantime, we will initiate an annual LSO networking event, as the participants found the networking component of the speaker series very valuable.

### *Project #9: Sport Tourism Industry Engagement.*

2017 saw a lot of industry engagement in the sport tourism sector locally and provincially. We were also present at the CSTA's Sport Tourism Congress.

### *Project #10: Sport Event Enhancement Program.*

We continue to support booked events with in-kind support including welcome bags and onsite visitor services. We will continue this initiative in 2018.

### *Project #11: Show Your Badge Program (Sport Tourism).*

This program recently launched and has already seen uptake from visitors. We will continue to develop it in 2018.

### *Project #12: Sales Activities (Sport Tourism).*

2017 has been a successful bidding year and have secured multiple events of varying sizes for the next five years, including the 2019 Para Nordic Skiing World Championships and the 2022 BC Summer Games.

### *Project #13: Sport Tourism Digital Assets*

In 2017, we launched a SportPG video and continued to gather photo assets.

### *Project #14: SportPG Brand Campaign*

In 2017, we placed print/digital ads in various industry publications/websites.

## Meetings and Conventions

### *Project #15: Sales Partnership Program.*

This program did not have enough uptake in 2017 to warrant continuing it as a stand alone tactic in 2018. However, we will still try to build partnerships into the various other tactics whenever possible.

### *Project #16: Industry Engagement.*

In 2017, we attended (and sponsored) various industry conferences and events. In addition, we met regularly with local venues and stakeholders.

### *Project #17: M&C Enhancement Program.*

We continue to support booked events with in-kind support including welcome bags, VIP gifts and onsite visitor services. We will continue this initiative in 2018.

### *Project #18: Show Your Badge Program (Meetings & Conventions).*

This program recently launched and has already seen uptake from visitors. We will continue to develop it in 2018.

### *Project #19: Sales Activities (Meetings & Conventions).*

In 2017, we worked with the Sales Task Force to establish leads on events with 150+ delegates. To date, this group has been very productive for strategizing around building the market in Prince George and how best to streamline sales initiatives. This group will continue to meet in 2018. We have also been on 4 outside sales trips that generate additional leads for the destination.

### *Project #20: M&C Digital Assets*

In 2017, we added content to the MeetingsPG video. We also continued to gather photo assets and share them with our stakeholders.

### *Project #21: MeetingsPG Brand Campaign*

In 2017 we placed print/digital ads with various industry publications/websites.

### *Project #22: HostPG Pilot Program*

This program did not have enough uptake in 2017 to warrant continuing it as a stand alone tactic in 2018. Therefore, it will be joined with the general sales activities in 2018. In 2017, we hosted the first annual Champions Reception to recognize those who hosted events in Prince George as a way to celebrate Global Meetings Industry Day. This initiative will continue in 2018.

## **Destination and Product Experience Management**

Tourism is still very much a developing industry in Prince George. There are major product gaps that we need to continue to work on filling with community/industry partners in order to create more demand from the leisure/touring market. Areas that have been identified for development include soft adventure, Aboriginal tourism, and signature festivals. We are now working closely with Destination BC as they have recently started to build a long-term destination development strategy for various sub-regions in the north. We will continue to align with DBC on this initiative and the Remarkable Experiences initiative over the next several years.

### *Project #23: Soft Adventure Experience Creation*

We have been working closely with the mountain bike sector organization to develop the northern region as a premier destination for this niche market. We will continue our efforts with this sector. This work will set the stage for future trails based initiatives aimed to further develop soft adventure experiences.

### *Project #24: Aboriginal Experience Creation*

Substantial work still needs to be done with regard to developing Aboriginal tourism experiences in the Prince George area. Our Board of Directors is establishing a seat on the Board representing the economic development office at the local First Nations band. We will continue to develop this relationship and work on projects that have mutual benefit.

### *Project #25: Festival Experience Creation*

One area of success has been in the partnership we have developed with the City of Prince George in promoting the enhancement of existing festivals/events and creation of new festivals/events that take place at strategic times of the year (July and February) through the Community Celebrations Grant Program. We will continue to work with the City to further develop this program, which has already been showing great success for the participating festivals/events.

### *Project #26: Tourism Symposium.*

Another partnership that we continued in 2017 was with Northern BC Tourism in delivering the Northern BC Tourism Summit. We will continue to partner with NBCT to deliver valuable tourism education and professional development opportunities to our industry stakeholders. Feedback from the event was good overall.

## **Visitor Services**

### *Project #27: Digital Kiosk Program*

The new units have been purchased and will be distributed by the end of the year.

### *Project #28: Ambassador Program.*

In 2017, the HelloPG Community Ambassador Program used three approaches to reach a greater number of visits than were previously being served at the Visitor Centre and foster ambassadorship among locals: a Mobile Visitor Information Centre, visitor service training for service workers and volunteers, and digital ambassadors to create content in online tourism channels. This program is innovative and will continue in 2018.

### *Visitor Centre*

Due largely to the BC wildfires and subsequent evacuees in the city of Prince George, the Visitor Centre has seen over 50% more visitors in 2017 compared with 2016.

### *SuperHost (WorldHost)*

In response to the recent changes to the WorldHost, now SuperHost program, Tourism Prince George will no longer have trainers on staff. The program is now available online and the model has shifted in such a way that other agencies in town are better suited to deliver the in-class workshops.

## **Conclusions**

Prince George is still in the development stages of becoming a leisure travel destination in its' own right. In 2018, we will have a greater focus on destination development activities, such as the Remarkable Experiences Program, led by Destination BC. We will also continue to work with other communities and sector organizations to build experiences that create greater demand across the region, focused on touring, mountain biking, hunting, angling, etc. At the community level, the opportunities for sustained growth in visitor numbers will come from focusing our efforts on strategic priorities, namely sport tourism, meetings and conventions and experience development in soft adventure, Aboriginal tourism and festivals. This one-year tactical plan is rooted in the continued growth and development of these strategic strengths and opportunities.

### *Overall Goals and Objectives*

No significant difference from the 5-year plan.

### *Strategies*

No significant difference from the 5-year plan.

### *Target Markets*

This plan targets the following primary and secondary markets:

Primary markets:

- Residents of northern BC for leisure travel
- Residents of rest of BC and AB for touring
- Long-haul visitors touring northern BC and/or Alaska, through Destination BC



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- Corporations and associations based in northern BC or have a strong presence in northern BC for hosting regional/provincial Meetings and Conventions
- Sporting event organizers or sporting event rights holders of regional, provincial, national and international events
- Local residents (and Visiting Friends and Relatives market)

### Secondary markets:

- BC and Alberta anglers, through sector organization
- Canadian, American and European (primarily German) hunters, through sector organization
- Tour operators serving European (primarily German) markets, through Destination BC
- Outdoor Enthusiasts, through various sector organizations
- Culture and Heritage Seekers

**Section 2: One-Year Tactical Plan with Performance Measures**

<b>Major Category:</b> Marketing – Consumer/Leisure
<b>Activity Title:</b> Project #1: Digital Assets
<p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Build image bank.</li> <li>• Create web-video(s).</li> </ul>
<p><b>Implementation Plan:</b></p> <p><i>Short Description:</i></p> <ul style="list-style-type: none"> <li>• Although Tourism Prince George may already have access to photographic images and video footage, a greater variety of “on brand”, appealing, high impact, tourism-related photos and footage will enhance marketing communications and be valuable for cooperative initiatives such as those through Destination BC and Northern BC Tourism Region.</li> <li>• Particular emphasis should be placed on the brand guidelines produced by Destination BC to align with the provincial brand’s look and feel of images promoting our province.</li> <li>• Emphasis should also be placed on well-composed images and footage depicting the priority tourism products (e.g. outdoor activities – summer and winter, sport fishing, heritage, arts, and cultural attractions including downtown Prince George; signature festivals and events, etc.)</li> <li>• The images should be high definition to allow for maximum flexibility.</li> <li>• Models must sign waivers (photo release forms).</li> </ul> <p><i>Rationale:</i></p> <ul style="list-style-type: none"> <li>• High quality, on brand images and footage are needed for any community tourism organization. They should be used for advertising, collateral materials, media relations, website, etc.</li> </ul> <p><i>Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Determine the images and footage that are currently available, including through Destination BC, Northern BC Tourism Region, and other sources.</li> <li>• Identify gaps in images and footage based on the priority products in all four seasons.</li> <li>• Photographers/videographers complete Destination BC’s online workshop for photographers to ensure images captured are “on brand”.</li> <li>• Retain photographer/videographer.</li> <li>• Coordinate a calendar of locations for shooting.</li> <li>• Wherever possible, negotiate permanent, non-exclusive rights to images for use in all media.</li> <li>• For video footage, this is a more costly endeavor than photography. As such, we will</li> </ul>

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rely on cost-shared projects with Destination BC and select stakeholders.
<i>Potential Partnerships:</i> <ul style="list-style-type: none"><li>• Destination BC; Northern BC Tourism Region; stakeholders</li></ul>
<i>Resources:</i> <ul style="list-style-type: none"><li>• Staff time: Manager, Marketing &amp; Communications; Coordinator, Marketing &amp; Communications</li></ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"><li>• MRDT</li></ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"><li>• Tourism Prince George</li></ul>
<i>Timeframe:</i> <ul style="list-style-type: none"><li>• Ongoing.</li></ul>
<i>Budget:</i> <ul style="list-style-type: none"><li>• \$20,000</li></ul>
<b>Performance Measures:</b> <u>Output Measures</u> <ul style="list-style-type: none"><li>• 20 high quality brand images</li><li>• 1 edited web video (two cuts: 30sec and 90sec)</li></ul>

<b>Major Category:</b> Marketing – Consumer/Leisure
<b>Activity Title:</b> Project #2: Collateral Production and Distribution
<b>Tactics:</b> <ul style="list-style-type: none"> <li>Enhance the Prince George Visitor Guide with new content.</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>Each annual edition requires updated imagery and new content. Emphasis should be placed on activities that generate revenue for the high motivation products such as outdoor adventure while at the same time, ensuring there is information on the variety of other activities that increase length of stay and visitor satisfaction (such as cultural activities and festivals and events). Within each category, the Visitor Guide should include journalistic articles to better paint a picture of the experience one can have in Prince George. Other categories such as sport tourism, meetings &amp; conventions, and hunting may not belong in the general Visitor Guide as they have very specific audiences that can be better reached through other methods.</li> <li>Present information in an easily-scanned manner, with concise text, informative sub-headings, short paragraphs, and captioned photos</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>Visitor guides are important tools as they are used for pre-trip vacation planning and finding things to do once in the destination that may result in increased length of stay.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>Review the current Visitor Guide to determine priority topics and areas for improvement.</li> <li>Enlist services of graphic designers to enhance content as directed.</li> <li>Work closely with the selected firm to ensure the end product is consistent with the TPG graphic standards and provides information that potential visitors need.</li> <li>Print the Visitor Guide.</li> <li>Distribute the Visitor Guide.</li> <li>RFP for agency to create and print guide for next three years</li> <li>Finalize agreement for next three years</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>Advertising in the guide can be purchased by tourism-related businesses.</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>Staff time: Manager, Marketing &amp; Communications; Coordinator, Marketing &amp; Communications</li> </ul>

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*Sources of Funding:*

- MRDT; paid advertising in the guide

*Responsibilities:*

- Tourism Prince George

*Timeframe:*

- Ongoing.

*Budget:*

- \$70,000

**Performance Measures:**

Output Measures

- 40,000 printed guides distributed

Outcome Measures

- 5% increase in website traffic
- 3% increase in eSTR leisure bookings

<b>Major Category:</b> Marketing – Consumer/Leisure
<b>Activity Title:</b> Project #3: Media Advertising and Production
<p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Increase advertising (both traditional and digital) in key markets, taking advantage of co-op program offered through Destination BC and various tourism sector organizations in BC.</li> </ul>
<p><b>Implementation Plan:</b></p> <p><i>Short Description:</i></p> <ul style="list-style-type: none"> <li>• Well-targeted, high impact advertising (both traditional and digital) will be used to help increase Prince George’s awareness and interest among the various and diverse primary markets. These may be stand-alone destination messages, or they may be accompanied by ads from local tourism operators.</li> <li>• Digital activities will include SEM and digital banners. Contesting and engaging content on our social media channels, including a blog, will also be used to increase impact and build our social community, driving more consumers to our website to learn about the destination.</li> <li>• Size of the Prince George destination ad should be sufficient to stand out as well as include destination messages that can provide enough information to potential visitors to intrigue them to find out more about Prince George – at least one-half page or larger. This may mean that the total ad size, including co-operative ads, needs to be a full page.</li> <li>• Although the specific message of each ad may vary, each should be consistent with Prince George’s graphic standards, and each should reinforce the positioning and brand character.</li> <li>• Visit <a href="http://www.tourismpg.com">www.tourismpg.com</a> will be used as the call to action.</li> <li>• For long-haul travellers to northern BC and Alaska, online sites, publications such as Destination BC’s Vacation Planner and the Northern BC Travel Guide. In addition, Milepost and Westworld and other publications targeting the touring market segment will also be considered.</li> <li>• For residents of northern BC, online sites, newspapers, other regional publications, and radio that reach targeted communities in northern BC. Print, web (digital) and radio are suitable media. Radio is typically used as a reminder medium and since this target group is likely familiar with Prince George, it is appropriate.</li> <li>• For anglers and mountain bikers, partner with the sector organizations to ensure Prince George is represented in their campaigns.</li> <li>• Partner with DBC and other northern communities to build the “Route 16” co-op campaign directed at motorcycle tourists.</li> <li>• Execute two “Celebrate Prince George” campaigns (summer and winter)</li> </ul>
<p><i>Rationale:</i></p> <ul style="list-style-type: none"> <li>• Due to the travel behavior of current long-haul visitors to Prince George, where a</li> </ul>

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<p>trip to Prince George is generally 20% out of a trip of at least two weeks, a trip that includes northern BC, most advertising initiatives (except those targeting northern BC residents) should be in an editorial environment that promotes the region of northern BC.</p>
<p><i>Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Apply to Destination BC for upcoming co-op advertising opportunities.</li> <li>• Partner with various sector organizations' campaigns (fishing, mountain biking)</li> <li>• Develop an annual media plan, select media vehicles (both traditional and digital) that will reach each of the target markets most cost effectively, in the right editorial environment.</li> <li>• Encourage participation by local tourism operators.</li> <li>• Budget for and produce ads of sufficient size and quality to be noticed and effective (includes an allowance for creative/production and media planning/buying)</li> </ul>
<p><i>Potential Partnerships:</i></p> <ul style="list-style-type: none"> <li>• Destination BC; Northern BC Tourism Region; sector organizations, stakeholders.</li> </ul>
<p><i>Resources:</i></p> <ul style="list-style-type: none"> <li>• Staff time: Manager, Marketing &amp; Communications; Coordinator, Marketing &amp; Communications</li> </ul>
<p><i>Sources of Funding:</i></p> <ul style="list-style-type: none"> <li>• MRDT; Stakeholders (co-op ads)</li> </ul>
<p><i>Responsibilities:</i></p> <ul style="list-style-type: none"> <li>• Tourism Prince George</li> </ul>
<p><i>Timeframe:</i></p> <ul style="list-style-type: none"> <li>• Ongoing.</li> </ul>
<p><i>Budget:</i></p> <ul style="list-style-type: none"> <li>• \$400,000</li> </ul>
<p><b>Performance Measures:</b></p> <p><u>Output Measures</u></p> <ul style="list-style-type: none"> <li>• 1 brand campaign (print, digital, website content, social media)</li> <li>• 1 campaign to promote Route 16 for motorcycle touring (website content, social media, digital ads, print ads)</li> <li>• 2 partnered campaigns with fishing &amp; mountain biking sector organizations (website content, social media, digital ads, print)</li> <li>• 1 RV touring campaign (website content, social media, digital ads, print ads)</li> </ul> <p><u>Outcome Measures</u></p>

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- 5% increase in visits to website over previous year
- 10% increase in number of followers and level of engagement on our various social media channels over the previous year.
- 3% increase in eSTR leisure bookings.



<b>Major Category:</b> Marketing – Consumer/Leisure
<b>Activity Title:</b> Project #4: Website
<p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>Enhance the Tourism Prince George website with fresh content.</li> </ul>
<b>Implementation Plan:</b>
<p><i>Short Description:</i></p> <ul style="list-style-type: none"> <li>The Tourism Prince George website (<a href="http://www.tourismpg.com">www.tourismpg.com</a>) received a complete redesign that launched in early 2016. Maintenance to the site requires continually updating imagery and content. Emphasis should be placed on activities that generate revenue for the high motivation products such as outdoor adventure while at the same time, ensuring there is information on the variety of other activities that increase length of stay and visitor satisfaction (such as cultural activities and festivals and events). Within each category, the website should include current journalistic articles (blogs) to better paint a picture of the experience one can have in Prince George. Other categories such as sport tourism and meetings &amp; conventions will also have microsites within the main site.</li> <li>To encourage potential visitors to stay longer in Prince George, new content can include itineraries based on stays of different lengths (one to five nights) that highlight Prince George’s key attractions and the variety of experiences available, keeping in mind the two main target groups of repeat visitors from northern BC and long-haul visitors to northern BC and/or Alaska.</li> <li>Illustrate each itinerary with appealing images and web videos that appeal to the target groups.</li> <li>Itineraries that are related to history/heritage should incorporate the Golden Raven program.</li> <li>Present information in a consumer friendly way, with intuitive tabs, concise text, large images and short videos. The key is to keep it simple, yet engaging so that it holds one’s interest and inspires them to learn more about the destination increasing the likeliness that they will make a trip to Prince George.</li> <li>All content should be optimized for search.</li> </ul>
<p><i>Rationale:</i></p> <ul style="list-style-type: none"> <li>Destination websites are important as the majority of travellers use the internet for vacation planning and booking.</li> <li>SEO will help ensure that those seeking information on visiting the area are directed to the most appropriate site.</li> </ul>
<p><i>Action Steps:</i></p> <ul style="list-style-type: none"> <li>Review the current website to determine areas for improvement.</li> <li>Determine which enhancements can be done in-house and which should be contracted to a professional web developer.</li> <li>Establish a content calendar to keep the site looking fresh throughout the year.</li> </ul>

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<ul style="list-style-type: none"><li>• Enlist services of web developer to enhance the site, as needed.</li><li>• Work closely with the selected firm to ensure the end product is consistent with the TPG graphic standards and provides information that potential visitors need.</li></ul>
<p><i>Potential Partnerships:</i></p> <ul style="list-style-type: none"><li>• N/A</li></ul>
<p><i>Resources:</i></p> <ul style="list-style-type: none"><li>• Staff time: Manager, Marketing &amp; Communications; Coordinator, Marketing &amp; Communications; Manager, Sport &amp; Event Development; Sales Manager, Meetings &amp; Conventions; Program Manager, Visitor Services</li></ul>
<p><i>Sources of Funding:</i></p> <ul style="list-style-type: none"><li>• MRDT</li></ul>
<p><i>Responsibilities:</i></p> <ul style="list-style-type: none"><li>• Tourism Prince George</li></ul>
<p><i>Timeframe:</i></p> <ul style="list-style-type: none"><li>• Ongoing.</li></ul>
<p><i>Budget:</i> \$25,000</p>
<p><b>Performance Measures:</b></p> <p><u>Output Measures</u></p> <ul style="list-style-type: none"><li>• Maintain all website pages and update event listings daily</li></ul> <p><u>Outcome Measures</u></p> <ul style="list-style-type: none"><li>• 5% increase the number of visitors to the website over previous year.</li><li>• 5% increase in length of time spent on the website over previous year.</li><li>• 3% increase in eSTR leisure and group bookings.</li></ul>

<b>Major Category:</b> Marketing – Consumer/Leisure
<b>Activity Title:</b> Project #5: Consumer Shows and Events
<b>Tactics:</b> <ul style="list-style-type: none"> <li>Attend select consumer shows and events.</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>Attending major provincial consumer shows that focus on adventure travel is an important way to make contact with visitors and potential visitors. The purpose is to encourage increased length of stay and increased visitor spending on trips to Prince George.</li> <li>Canadian, American and European hunters are not typically represented by Destination BC. As a result, Prince George will directly support the attendance of guide outfitters at select trade shows related to angling and hunting in their respective geographic markets. The purpose of attending these trade shows is to make contact with anglers and hunters who travel to convince them that Prince George should be their preferred destination.</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>Anglers and hunters are two target groups for which Destination BC do not typically attend trade shows.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>Determine the most appropriate events and/or trade shows for the geographic target markets.</li> <li>Determine the best method for obtaining contact information (e.g. encouraging potential visitors to enter a contest, including an opt-in box to receive further communication from Tourism Prince George.</li> <li>After each event or show, enter contact information and immediately send an e-newsletter that provides information about Prince George, angling or fishing and complementary activities to encourage readers to act now to book a trip to Prince George.</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>Stakeholders; Angling and hunting businesses.</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>Staff time: Manager, Marketing &amp; Communications; Coordinator, Marketing &amp; Communications</li> </ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"> <li>MRDT</li> </ul>

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*Responsibilities:*

- Tourism Prince George

*Timeframe:*

- Ongoing.

*Budget:*

- \$35,000 annually, including trade show materials/swag, booth fees and travel.

**Performance Measures:**

Output Measures

- 500 contest entrants (baseline measurement).
- 1500 consumer interactions.

Outcome Measures

- 5% increase the number of visitors to the website over previous year.
- 5% increase in the number of enews subscribers
- 3% increase in eSTR leisure bookings.

**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

<b>Major Category:</b> Marketing – Consumer/Leisure
<b>Activity Title:</b> Project #6: Media Tours
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Media relations (primary and secondary target groups).</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>• Use unpaid media to generate editorial coverage of events and attractions in the priority product categories, such as outdoor adventure, time-limited experiences, history/heritage, festivals and events.</li> <li>• Media relations activities for the different target groups can be proactive or reactive, depending on the expected effectiveness and return on investment. Northern BC Tourism Region and Destination BC have dedicated media relations teams that are in contact with media worldwide. For the most part, Tourism Prince George will provide support through providing information, ideas, and coordination of tours, fairs, etc.</li> <li>• Work with Destination BC and Northern BC Tourism Region to ensure Prince George receives its share of editorial coverage in their publications and social channels</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>• Editorial coverage is cost effective and has high credibility among readers.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>• Work closely with the Northern BC Tourism Region travel media specialist to establish a list of targeted publications.</li> <li>• Determine whether prepared stories, press releases, familiarization tours, or other methods of achieving editorial coverage are appropriate for each.</li> <li>• When newsworthy events occur, prepare press releases and distribute to appropriate media.</li> <li>• Enhance existing media relationships.</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>• Destination BC; Northern BC Tourism Region</li> <li>• Tourism businesses and community groups.</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>• Staff time: Manager, Marketing &amp; Communications; Coordinator, Marketing &amp; Communications</li> </ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"> <li>• MRDT</li> </ul>

**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

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<i>Responsibilities:</i> <ul style="list-style-type: none"><li>• Tourism Prince George</li></ul>
<i>Timeframe:</i> <ul style="list-style-type: none"><li>• Ongoing.</li></ul>
<i>Budget:</i> <ul style="list-style-type: none"><li>• \$5000</li></ul>
<b>Performance Measures:</b> <u>Output Measures</u> <ul style="list-style-type: none"><li>• 3 stories published about Prince George (print or online)</li></ul> <u>Outcome Measures</u> <ul style="list-style-type: none"><li>• 5% increase the number of visitors to the website over previous year.</li><li>• 3% increase in eSTR leisure bookings.</li></ul>

**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

<b>Major Category:</b> Marketing - Sport Tourism Development
<b>Activity Title:</b> Project #7: Establish Sport Hosting Capacity
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Work with partners to confirm threshold at which Prince George can host events of varying sizes in a given timeframe.</li> </ul>
<b>Implementation Plan:</b> <p><i>Short Description:</i></p> <ul style="list-style-type: none"> <li>• To identify how many events and at what scale the community can host, we need to understand our capacity from a variety of perspectives, from volunteers to facilities. The Business Directory will be used to understand the capacity of community sponsors.</li> </ul> <p><i>Rationale:</i></p> <ul style="list-style-type: none"> <li>• By proactively identifying the capacity for the key factors that are critical for successful sport hosting, this exercise sets the foundation to begin the process of smart bidding and reducing event hosting fatigue in any of those key sectors.</li> </ul> <p><i>Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Work with the City of Prince George sport facilities to identify their usage capacity</li> <li>• Identify Prince George’s volunteer capacity</li> <li>• Meet with local sport groups to understand their parameters for resources to host and event; primarily staff/volunteers and any equipment requiring purchasing</li> <li>• Meet with Prince George accommodations providers to discover their capacity for discounted room blocks for sport groups</li> <li>• Identify all granting opportunities available to sport groups in the community</li> </ul> <p><i>Potential Partnerships:</i></p> <ul style="list-style-type: none"> <li>• City of Prince George Community Partnerships Department, CPG sport facilities, private owned and operated facilities, LSOs, accommodation stakeholders</li> </ul> <p><i>Resources:</i></p> <ul style="list-style-type: none"> <li>• Staff time: Manager, Sport &amp; Event Development</li> </ul> <p><i>Sources of Funding:</i></p> <ul style="list-style-type: none"> <li>• MRDT</li> </ul> <p><i>Responsibilities:</i></p> <ul style="list-style-type: none"> <li>• Tourism Prince George</li> </ul> <p><i>Timeframe:</i></p> <ul style="list-style-type: none"> <li>• Ongoing.</li> </ul> <p><i>Budget:</i></p>

- Staff time

**Performance Measures:**

Output Measures

- Creation of a Sport Hosting Capacity document used for vetting bidding opportunities.

Outcome Measures

- 3% increase in eSTR group bookings.



**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

<b>Major Category:</b> Marketing - Sport Tourism Development
<b>Activity Title:</b> Project #8: Sport Tourism Industry Engagement
<p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Build relationships with Local Sport Organizations (LSOs)</li> <li>• Renew membership with Canadian Sport Tourism Alliance (CSTA)</li> <li>• Attend CSTA Sport Events Congress</li> <li>• Attend BC Sport Tourism Network Annual Meeting</li> <li>• Develop sport tourism content for B2B E-newsletter</li> </ul>
<b>Implementation Plan:</b>
<p><i>Short Description:</i></p> <ul style="list-style-type: none"> <li>• It is important that TPG maintain a connection with industry organizations to be aware of bidding, networking and learning opportunities. Events provide TPG with forums to promote Prince George as a sport-hosting destination to Provincial Sport Organizations (PSOs) and National Sport Organizations (NSOs).</li> </ul>
<p><i>Rationale:</i></p> <ul style="list-style-type: none"> <li>• Building relationships is central to sport hosting. By maintaining relationships with LSOs, PSOs, NSOs, and other industry stakeholders we'll be aware of hosting opportunities and best practices.</li> </ul>
<p><i>Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Attend the Active Living Markets to network with LSOs</li> <li>• Develop and release sport tourism content in quarterly B2B E-newsletter</li> <li>• Attend and seek out meetings with LSOs</li> <li>• Stay connected to LSOs via email updates/newsletters (update contact list as needed)</li> <li>• Regularly seek out training opportunities for stakeholders</li> <li>• Send out stakeholder survey to assess their perception of the work TPG is doing</li> <li>• Renew CSTA membership</li> <li>• Attend CSTA Sport Events Congress</li> <li>• Attend BC Sport Tourism Network Annual Meeting (if one occurs)</li> <li>• Evaluate events attended</li> <li>• Evaluate ROI for CSTA membership</li> </ul>
<p><i>Potential Partnerships:</i></p> <ul style="list-style-type: none"> <li>• City of Prince George Community Partnerships Department; Stakeholders; Canadian Sport Tourism Alliance (CSTA)</li> </ul>
<p><i>Resources:</i></p> <ul style="list-style-type: none"> <li>• Staff time: Manager, Sport &amp; Event Development</li> </ul>

**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

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*Sources of Funding:*

- MRDT

*Responsibilities:*

- Tourism Prince George

*Timeframe:*

- Ongoing

*Budget:*

- \$4,000

**Performance Measures:**

Output Measures

- Publish a minimum of four sport-related news items in B2B e-newsletters
- Hold a minimum of four meetings with LSOs per month

Outcome Measures

- 3% increase in eSTR group bookings.

<b>Major Category:</b> Marketing - Sport Tourism Development
<b>Activity Title:</b> Project #9: Sport Event Enhancement Program
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Implement Sport Event Enhancement Program</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>• This program will support booked events with in-kind enhancements such as welcome bags, visitor services, VIP gifts, and more.</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>• TPG can enhance and assist sport events by providing in-kind support such as welcome bags, visitor services, VIP gifts, etc. This helps to build strategic relationships with event organizers and PSOs/NSOs while enticing visiting participants to increase spending in the community.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>• Administer rolling applications throughout the year</li> <li>• Administer post-event surveys to measure impact</li> <li>• Evaluate program</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>• Other event sponsors, DBIA, Chamber of Commerce</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>• Staff time: Manager, Sport &amp; Event Development</li> </ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"> <li>• MRDT</li> </ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"> <li>• Tourism Prince George; Program Partners</li> </ul>
<i>Timeframe:</i> <ul style="list-style-type: none"> <li>• Ongoing</li> </ul>
<i>Budget:</i> <ul style="list-style-type: none"> <li>• \$20000</li> </ul>
<b>Performance Measures:</b> <p><u>Output Measures</u></p> <ul style="list-style-type: none"> <li>• A minimum of 30 events supported through program</li> </ul>

Outcome Measures

- 80% of post-event survey participants call their overall event experience good, very good, or excellent
- 3% increase in eSTR group bookings.

**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

<b>Major Category:</b> Marketing - Sport Tourism Development
<b>Activity Title:</b> Project #10: Support City's SportPG Hosting Grant Program
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Work with City's Community Partnerships Department to assist with administration of the grant as needed.</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>• Despite being unable to contribute financially to the SportPG Hosting Grant, Tourism Prince George is responsible for working with the City in promotion and administration of the grant when needed to ensure the program's success.</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>• Many successful sport tourism communities are providing a sport event grant opportunity. This grant must continue to grow and be used to support events in the community, allowing them to grow larger and ease the fundraising pressure on LSOs. Tourism Prince George has vested interest in assisting with the growth and administration of this fund.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>• Work closely with City staff to administer and review grant as necessary</li> <li>• Perform STEAM reports (economic impact assessment)</li> <li>• Create and deliver survey reports to event hosts</li> <li>• Make recommendations</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>• City of Prince George Community Partnerships Department</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>• Staff time: Manager, Sport &amp; Event Development</li> </ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"> <li>• MRDT</li> </ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"> <li>• Tourism Prince George</li> </ul>
<i>Timeframe:</i> <ul style="list-style-type: none"> <li>• Ongoing.</li> </ul>
<i>Budget:</i> <ul style="list-style-type: none"> <li>• Staff time</li> </ul>
<b>Performance Measures:</b>

Output Measures

- Provide administrative support to City's SportPG Hosting Grant.

Outcome Measures

- 3% increase in eSTR group bookings.

**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

<b>Major Category:</b> Marketing - Sport Tourism Development
<b>Activity Title:</b> Project #11: Show Your Badge Program (Sport Tourism)
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Implement Show Your Badge Program</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>• Visitors who come to Prince George for sport or meetings can receive special promotions and discounts from participating attractions and businesses by simply showing their event badge at the point of purchase.</li> <li>• This program will be administered in partnership with the Sales Manager, Meetings &amp; Conventions.</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>• The Show Your Badge Program will be a great opportunity to add value to booked events and build relationships with stakeholders.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>• Assist in creation of program</li> <li>• Implement program</li> <li>• Promote program on the TPG website</li> <li>• Work with event holders and business partners to promote the program</li> <li>• Evaluate program using survey to event holders, visitors, and business partners</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>• Downtown Prince George, Chamber of Commerce, tourism businesses</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>• Staff time: Manager, Sport &amp; Event Development</li> </ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"> <li>• MRDT</li> </ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"> <li>• Tourism Prince George and partners</li> </ul>
<i>Timeframe:</i> <ul style="list-style-type: none"> <li>• Ongoing.</li> </ul>
<i>Budget:</i> <ul style="list-style-type: none"> <li>• \$1000</li> </ul>
<b>Performance Measures:</b>

Output Measures

- A minimum of 10 businesses participating in the program.

Outcome Measures

- 80% of post-event survey participants call their overall event experience good, very good, or excellent
- 80% business partner satisfaction with program
- 3% increase in eSTR group bookings.



<b>Major Category:</b> Marketing - Sport Tourism Development
<b>Activity Title:</b> Project #12: Sport Tourism Sales Activities
<p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Establish leads</li> <li>• Host familiarization trips and site inspections</li> <li>• Bid on events</li> <li>• Measure economic impact of events</li> </ul>
<p><b>Implementation Plan:</b></p> <p><i>Short Description:</i></p> <ul style="list-style-type: none"> <li>• Sales activities are an important part of building the sport tourism sector. We need to consistently be seeking out new hosting opportunities, hosting familiarization trips to promote our facilities to those who have never experienced them, create compelling and professional bid packages, and continue to measure the economic impact of events. All of these activities are pieces that fit together to form a strong and competitive event hosting growth strategy.</li> </ul> <p><i>Rationale:</i></p> <ul style="list-style-type: none"> <li>• In order to maintain a competitive edge in the sport tourism sector, we need to continually be searching for new opportunities and present a consistently professional and world-class host city image.</li> </ul> <p><i>Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Consult with LSOs' hosting plans and inform them of bid opportunities</li> <li>• Maintain regular contact with CSTA to keep on top of bid opportunities</li> <li>• Work with the City of Prince George to implement bidding strategy</li> <li>• Do regular online searches to generate suitable leads on events</li> <li>• Attend CSTA Sports Congress sales events</li> <li>• Research and target NSOs/events to host fam trips</li> <li>• Evaluate process using larger LSO survey</li> <li>• Measure economic impact of events using STEAM reports</li> </ul> <p><i>Potential Partnerships:</i></p> <ul style="list-style-type: none"> <li>• Local Sport Organizations (LSOs); Canadian Sport Tourism Alliance (CSTA)</li> </ul> <p><i>Resources:</i></p> <ul style="list-style-type: none"> <li>• Staff time: Manager, Sport &amp; Event Development</li> </ul> <p><i>Sources of Funding:</i></p> <ul style="list-style-type: none"> <li>• MRDT</li> </ul> <p><i>Responsibilities:</i></p> <ul style="list-style-type: none"> <li>• Tourism Prince George</li> </ul>

**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

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*Timeframe:*

- Ongoing.

*Budget:*

- \$34,500

**Performance Measures:**

Output Measures

- Meet with a minimum of eight NSOs at the CSTA Sport Events Congress
- Establish a minimum of ten leads
- Bid on (or provide support for a bid on) a minimum of five major sport events
- Host at least one site visit/fam tour
- Perform economic assessments for a minimum of seven events

Outcome Measures

- 3% increase in eSTR group bookings.

<b>Major Category:</b> Marketing - Sport Tourism Development
<b>Activity Title:</b> Project #13: Sport Tourism Digital Assets
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Build photo assets for sport tourism promotion</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>• Photo assets are used for marketing and advertising. These assets are also made available to our stakeholders, PSOs and NSOs and to other community organizations.</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>• It is important that the TPG brand and bid materials are supported by compelling digital assets that are current and of a professional standard.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>• Identify gaps in asset database</li> <li>• Make photo production plan</li> <li>• Shoot photos</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>• Local Sport Organizations, sport facilities, City of Prince George Community Partnerships Department</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>• Staff time: Manager, Sport &amp; Event Development</li> </ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"> <li>• MRDT</li> </ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"> <li>• Tourism Prince George</li> </ul>
<i>Timeframe:</i> <ul style="list-style-type: none"> <li>• Ongoing.</li> </ul>
<i>Budget:</i> <ul style="list-style-type: none"> <li>• \$1,000</li> </ul>
<b>Performance Measures:</b> <p><u>Output Measures</u></p> <ul style="list-style-type: none"> <li>• Acquire a minimum of 30 high quality editorial style photos</li> </ul>

<b>Major Category:</b> Marketing - Sport Tourism Development
<b>Activity Title:</b> Project #14: SportPG Brand Campaign
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Implement SportPG Brand Campaign</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>• The “SportPG” brand campaign includes both traditional and digital media buys. Messaging promotes our destination by leading with our remarkable venues and volunteers and our brand promise to host successful sporting events year-round.</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>• In 2015, TPG developed the “SportPG” brand. TPG will continue to invest in the brand to build awareness that Prince George is a premier sport tourism destination in Canada.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>• Create advertising strategy</li> <li>• Book advertising space</li> <li>• Create ads</li> <li>• Track impact using link metrics</li> <li>• Evaluate campaign results</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>• City of Prince George; facilities</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>• Staff time: Manager, Sport &amp; Event Development</li> </ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"> <li>• MRDT</li> </ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"> <li>• Tourism Prince George</li> </ul>
<i>Timeframe:</i> <ul style="list-style-type: none"> <li>• Ongoing.</li> </ul>
<i>Budget:</i> <ul style="list-style-type: none"> <li>• \$10,000</li> </ul>
<b>Performance Measures:</b>

Output Measures

- Two 2-page print ads in Adrenalin Magazine
- 5-10 targeted online ads

Outcome Measures

- 10% increase in visits to SportPG page over previous year
- 3% increase in eSTR group bookings.

<b>Major Category:</b> Marketing - Sport Tourism Development
<b>Activity Title:</b> Project #15: Sponsorship Business Directory
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Develop Sponsorship Business Directory</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>• The Sponsorship Business Directory will be used to connect potential sponsors with event co-ordinators.</li> <li>• Information in the directory will not be shared publically but rather be used by the steward to correctly partner businesses with sport event hosting groups that fit their target demographics or core values</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>• The business community can play an important role in the sport hosting strategy and can provide a financial contribution to sport groups hosting events. This directory would be designed to reduce the amount of sponsorship requests that a business receives and ultimately must decline once it has reached its donation capacity. In this model, the steward of the database is a vital part of the process, and will be aware when a business has reached its capacity and will then check it off the list for that budget year.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>• Consult with the City's Economic Development Department</li> <li>• Develop strategy for creation of the business directory</li> <li>• Create business directory</li> <li>• Maintain directory</li> <li>• Monitor program success, adapt as necessary</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>• City of Prince George Economic Development Department; local businesses</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>• Staff time: Manager, Sport &amp; Event Development</li> </ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"> <li>• MRDT</li> </ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"> <li>• Tourism Prince George</li> </ul>
<i>Timeframe:</i>

- Ongoing

*Budget:*

- Staff time

**Performance Measures:**

Output Measures

- Creation of Sponsorship Business Directory with a minimum of five businesses listed in the first year of the program.
- A minimum of two sport events assisted with sponsorship matching.

Outcome Measures

- 3% increase in eSTR group bookings.

<b>Major Category:</b> Marketing - Sport Tourism Development
<b>Activity Title:</b> Project #16: Host Annual LSO Networking Event
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Host annual LSO Networking Event</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>• Tourism Prince George, in partnership with the City of Prince George, will host the first annual networking event for local sport organizations.</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>• To foster networking, collaboration and relationship building there is a need to bring together local sport groups on an annual basis. This forum provides Tourism Prince George and the City with the opportunity to update the local sport groups and sport tourism related businesses on the strategy implementation. It also provides the sport groups with the opportunity to update Tourism PG and the City on event bidding/hosting opportunities and goals. In addition, it can provide an opportunity for local sport tourism related businesses to learn more about hosting requirements, particularly related to accommodation and meals.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>• Plan event</li> <li>• Invite stakeholders</li> <li>• Host event, deliver update on Tourism Prince George activities</li> <li>• Survey attendees</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>• City of Prince George Community Partnerships Department</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>• Staff time: Manager, Sport &amp; Event Development</li> </ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"> <li>• MRDT</li> </ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"> <li>• Tourism Prince George</li> </ul>
<i>Timeframe:</i> <ul style="list-style-type: none"> <li>• Ongoing.</li> </ul>
<i>Budget:</i>



- \$4,000

**Performance Measures:**

Output Measures

- Minimum of 35 participants
- 75% satisfaction with event in survey

Outcome Measures

- 3% increase in eSTR group bookings.

<b>Major Category:</b> Marketing - Sport Tourism Development
<b>Activity Title:</b> Project #17: Sport Tourism Stakeholder Survey
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Implement Sport Tourism Stakeholder Survey</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>• At the end of the year, a survey will be sent to our sport group contacts to receive feedback about Tourism Prince George’s programing and performance.</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>• Our stakeholders are our reason for being, and we want to ensure their continued support of our programs and performance. It is important to understand which programs are working and which require adjustment so we can best serve the local sport community.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>• Update survey for 2018</li> <li>• Send survey to LSO contact list</li> <li>• Review completed surveys</li> <li>• Revise 2019 strategy as necessary</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>• City of Prince George Community Partnerships Department</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>• Staff time: Manager, Sport &amp; Event Development</li> </ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"> <li>• MRDT</li> </ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"> <li>• Tourism Prince George</li> </ul>
<i>Timeframe:</i> <ul style="list-style-type: none"> <li>• Ongoing.</li> </ul>
<i>Budget:</i> <ul style="list-style-type: none"> <li>• \$500</li> </ul>
<b>Performance Measures:</b> <u>Output Measures</u>

- Minimum of 50% surveys completed
- Minimum of 75% overall satisfaction

Outcome Measures

- 3% increase in eSTR group bookings.

<b>Major Category:</b> Marketing - Meetings & Conventions
<b>Activity Title:</b> Project #18: Meetings & Conventions Industry Engagement
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Build relationships with local stakeholders</li> <li>• Renew membership with industry associations</li> <li>• Attend industry conferences</li> <li>• Develop M&amp;C content for B2B E-Newsletter</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>• It is important that TPG maintain a connection with industry organizations to be aware of bidding, networking and learning opportunities. Events provide TPG with forums to promote Prince George as a meetings destination to the association, government, and business sectors.</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>• It is important that TPG maintains connections with industry stakeholders and organizations to be aware of bidding, networking and learning opportunities.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>• Host and attend local industry related events</li> <li>• Develop and release M&amp;C content in quarterly B2B E-newsletter</li> <li>• Connect with stakeholders via email</li> <li>• Send out stakeholder survey to assess the work TPG is doing</li> <li>• Renew CSAE membership</li> <li>• Evaluate ROI on CSAE membership</li> <li>• Attend industry conferences (CSAE, PCMA, MPI, etc.)</li> <li>• Evaluate events attended</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>• CSAE, Prince George Civic Centre, City of Prince George, Conference Hotels, other venues</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>• Staff time: Sales Manager, Meetings &amp; Conventions</li> </ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"> <li>• MRDT</li> </ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"> <li>• Tourism Prince George</li> </ul>

**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

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*Timeframe:*

- One year

*Budget:*

- \$18,500

**Performance Measures:**

Output Measures

- Attend a minimum of three industry conferences and/or events.
- Publish meetings-related stories for all four B2B e-newsletters.
- Host reception for local M&C industry stakeholders.

Outcome Measures

- 3% increase in eSTR group bookings.

<b>Major Category:</b> Marketing - Meetings & Conventions
<b>Activity Title:</b> Project #19: Event Enhancement Program
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Implement Event Enhancement Program</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>• This program will support booked events with in-kind enhancements such as welcome bags, visitor services, VIP gifts, and more.</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>• TPG wants to enhance the meeting and convention experience in ways that are in-kind, memorable and solve problems for event planners.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>• Revise program based of feedback from previous year</li> <li>• Administer rolling applications throughout the year</li> <li>• Send post-event surveys to participants</li> <li>• Evaluate program</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>• Other event sponsors, DBIA, Chamber of Commerce</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>• Staff time: Sales Manager, Meetings &amp; Conventions</li> </ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"> <li>• MRDT</li> </ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"> <li>• TPG, Program Partners</li> </ul>
<i>Timeframe:</i> <ul style="list-style-type: none"> <li>• One year</li> </ul>
<i>Budget:</i> <ul style="list-style-type: none"> <li>• \$10,000</li> </ul>
<b>Performance Measures:</b> <p><u>Output Measures</u></p> <ul style="list-style-type: none"> <li>• A minimum of thirty events supported through program</li> </ul>

Outcome Measures

- 80% of post-event survey participants call their overall event experience good, very good, or excellent
- 3% increase in eSTR group bookings.

**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

<b>Major Category:</b> Marketing - Meetings & Conventions
<b>Activity Title:</b> Project #20: Show Your Badge Program (Meetings & Conventions)
<b>Tactics:</b>
<b>Implementation Plan:</b>
<p><i>Short Description:</i></p> <ul style="list-style-type: none"> <li>Visitors who come to Prince George for a meeting can receive special promotions and discounts from participating attractions and businesses by simply showing their event badge at the point of purchase.</li> </ul>
<p><i>Rationale:</i></p> <ul style="list-style-type: none"> <li>The Show Your Badge Program will be a great opportunity to add value to booked events and build relationships with stakeholders.</li> </ul>
<p><i>Action Steps:</i></p> <ul style="list-style-type: none"> <li>Create a plan</li> <li>Implement program</li> <li>Promote program on the TPG website</li> <li>Work with event holders and business partners to promote the program</li> <li>Evaluate program using survey to business partners and event organizers</li> </ul>
<p><i>Potential Partnerships:</i></p> <ul style="list-style-type: none"> <li>Local businesses</li> </ul>
<p><i>Resources:</i></p> <ul style="list-style-type: none"> <li>Staff time: Sales Manager, Meetings &amp; Conventions</li> </ul>
<p><i>Sources of Funding:</i></p> <ul style="list-style-type: none"> <li>MRDT</li> </ul>
<p><i>Responsibilities:</i></p> <ul style="list-style-type: none"> <li>Tourism Prince George</li> </ul>
<p><i>Timeframe:</i></p> <ul style="list-style-type: none"> <li>Ongoing.</li> </ul>
<p><i>Budget:</i></p> <ul style="list-style-type: none"> <li>\$2500</li> </ul>
<p><b>Performance Measures:</b></p> <p><u>Output Measures</u></p> <ul style="list-style-type: none"> <li>A minimum of 10 businesses participating in the program.</li> </ul> <p><u>Outcome Measures</u></p>



## PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN

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- 80% of post-event survey participants call their overall event experience good, very good, or excellent
- 80% business partner satisfaction with program
- 3% increase in eSTR group bookings.

<b>Major Category:</b> Marketing - Meetings & Conventions
<b>Activity Title:</b> Project #21: Meeting & Convention Sales Activities
<p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Lead City-Wide Sales Task Force</li> <li>• Establish leads</li> <li>• Host familiarization trips</li> <li>• Bid on events</li> </ul>
<b>Implementation Plan:</b>
<p><i>Short Description:</i></p> <ul style="list-style-type: none"> <li>• Sales activities are an important part of building the meetings &amp; conventions sector. We need to consistently be seeking out new hosting opportunities, hosting familiarization trips to promote our facilities to those who have never experienced them and create compelling and professional bid packages. All of these activities are pieces that fit together to form a strong and competitive event hosting growth strategy.</li> </ul>
<p><i>Rationale:</i></p> <ul style="list-style-type: none"> <li>• In order to maintain a competitive edge in this sector, we need to continually be searching for new opportunities and present a consistently professional host city image.</li> </ul>
<p><i>Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Work with City-Wide Sales Task Force to enhance communication among key stakeholders and streamline the hosting process from the sales/bidding stage to hosting and reporting on events</li> <li>• Refresh and reprint sales kit with current content as needed.</li> <li>• Maintain regular contact with local stakeholders to understand their event hosting plans and inform them of bid opportunities</li> <li>• Do regular online searches to generate suitable leads on events</li> <li>• Research and target event planners to host on fam trips</li> <li>• Attend industry tradeshow (with partners when appropriate)</li> <li>• Evaluate process using survey</li> </ul>
<p><i>Potential Partnerships:</i></p> <ul style="list-style-type: none"> <li>• City-Wide Sales Task Force</li> <li>• Other M&amp;C stakeholders</li> </ul>
<p><i>Resources:</i></p> <ul style="list-style-type: none"> <li>• Staff time: Sales Manager, Meetings &amp; Conventions</li> </ul>
<i>Sources of Funding:</i>

PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN

<ul style="list-style-type: none"><li>• MRDT</li></ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"><li>• Tourism Prince George</li></ul>
<i>Timeframe:</i> <ul style="list-style-type: none"><li>• Ongoing.</li></ul>
<i>Budget:</i> <ul style="list-style-type: none"><li>• \$28,000</li></ul>
<b>Performance Measures:</b> <u>Output Measures</u> <ul style="list-style-type: none"><li>• Establish a minimum of 100 leads</li><li>• Attend a minimum of 1 trade show</li><li>• Bid on a minimum of 5 conferences (200+ attendees)</li><li>• Host a minimum of 4 fam tours</li><li>• Book a minimum of 3 conferences (200+ attendees)</li></ul> <u>Outcome Measures</u> <ul style="list-style-type: none"><li>• 3% increase in eSTR group bookings.</li></ul>

<b>Major Category:</b> Marketing - Meetings & Conventions
<b>Activity Title:</b> Project #22: Meetings & Conventions Digital Assets
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Build photo assets for M&amp;C promotion</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>• Photo assets are used for marketing and advertising. These assets are also made available to our stakeholders and to other community organizations.</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>• It is important that the TPG brand is supported by compelling digital assets that are current and of a professional standard.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>• Identify gaps in asset database</li> <li>• Make photo production plan</li> <li>• Shoot photos</li> <li>• File select photos in DAMS for future use</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>• Stakeholders</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>• Staff time: Sales Manager, Meetings &amp; Conventions</li> </ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"> <li>• MRDT</li> </ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"> <li>• Tourism Prince George</li> </ul>
<i>Timeframe:</i> <ul style="list-style-type: none"> <li>• Ongoing.</li> </ul>
<i>Budget:</i> <ul style="list-style-type: none"> <li>• \$1,000</li> </ul>
<b>Performance Measures:</b> <p><u>Output Measures</u></p> <ul style="list-style-type: none"> <li>• Acquire a minimum of 50 editorial style photos for use in M&amp;C collateral</li> </ul>

**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

<b>Major Category:</b> Marketing - Meetings & Conventions
<b>Activity Title:</b> Project #23: MeetingsPG Brand Campaign
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Implement MeetingsPG Brand Campaign</li> </ul>
<b>Implementation Plan:</b>
<i>Short Description:</i> <ul style="list-style-type: none"> <li>• The “MeetingsPG” brand campaign includes both traditional and digital media buys. Messaging promotes our destination by leading with our remarkable experiences for groups and our brand promise to host successful meetings and conventions year-round.</li> </ul>
<i>Rationale:</i> <ul style="list-style-type: none"> <li>• In 2015, TPG developed the “MeetingsPG” brand. TPG will continue to invest in the brand to build awareness that Prince George is a premier conference destination in western Canada.</li> </ul>
<i>Action Steps:</i> <ul style="list-style-type: none"> <li>• Create advertising strategy</li> <li>• Book advertising space</li> <li>• Create ads (in-house when possible)</li> <li>• Track impact</li> <li>• Evaluate campaign results</li> </ul>
<i>Potential Partnerships:</i> <ul style="list-style-type: none"> <li>• Stakeholders</li> </ul>
<i>Resources:</i> <ul style="list-style-type: none"> <li>• Staff time: Sales Manager, Meetings &amp; Conventions</li> </ul>
<i>Sources of Funding:</i> <ul style="list-style-type: none"> <li>• MRDT</li> </ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"> <li>• Tourism Prince George</li> </ul>
<i>Timeframe:</i> <ul style="list-style-type: none"> <li>• Ongoing.</li> </ul>
<i>Budget:</i> \$15,000
<b>Performance Measures:</b> <p><u>Output Measures</u></p>

- Two 2-page print ads in industry magazines
- 3-5 digital ads on relevant websites

Outcome Measures

- 10% increase in visits to MeetingsPG page over previous year
- 3% increase in eSTR group bookings.

<p><b>Major Category:</b></p> <p>Destination and Product Experience Management – Product Experience Enhancement and Training</p>
<p><b>Activity Title:</b> Project #24: Soft Adventure Experience Development</p>
<p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Support the market-ready development of soft adventure experiences.</li> </ul>
<p><b>Implementation Plan:</b></p> <p><i>Short Description:</i></p> <ul style="list-style-type: none"> <li>• While Prince George is blessed with many parks and natural areas, visitors to Prince George, particularly those on a long vacation through northern BC and/or Alaska, may not know how best to experience them. At the same time, Prince George needs to increase visitor revenue by providing more “ticketable” products for which a fee is charged. Outdoor adventure products such as guided tours, equipment rentals, as well as signage, trails, interpretive centres, etc. are included in this category.</li> <li>• Prince George can increase the number of and/or presence of businesses that offer equipment rental and guided tours so it is easier for visitors to experience more of Prince George.</li> <li>• This tactic includes summer as well as winter outdoor experiences, although there would be a higher demand for summer outdoor experiences. While both soft and hard adventure experiences can be offered, there will likely be higher demand for soft outdoor experiences, as long-haul visitors on a trip to northern BC and Alaska are typically 45 years of age or older and this age group is more interested in soft adventure than hard adventure.</li> </ul>
<p><i>Rationale:</i></p> <ul style="list-style-type: none"> <li>• Outdoor adventure is a high motivator for travel and is a category in which there is high interest among most travellers.</li> </ul>
<p><i>Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Work with Destination BC and Northern BC Tourism on their Destination Development Strategy by sitting on the working committee.</li> <li>• Once the strategy has been developed, continue to work with partners to implement the plan.</li> </ul>
<p><i>Potential Partnerships:</i></p> <ul style="list-style-type: none"> <li>• Destination BC; Northern BC Tourism</li> </ul>
<p><i>Resources:</i></p> <ul style="list-style-type: none"> <li>• Staff time: CEO; Marketing &amp; Communications Coordinator</li> </ul>
<p><i>Sources of Funding:</i></p>

PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN

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<ul style="list-style-type: none"><li>• MRDT</li></ul>
<i>Responsibilities:</i> <ul style="list-style-type: none"><li>• Tourism Prince George</li></ul>
<i>Timeframe:</i> <ul style="list-style-type: none"><li>• Ongoing.</li></ul>
<i>Budget:</i> <ul style="list-style-type: none"><li>• \$500</li></ul>
<b>Performance Measures:</b> <u>Output Measures</u> <ul style="list-style-type: none"><li>• Attend working committee meetings with NBCT</li></ul>



**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

Destination and Product Experience Management – Product Experience Enhancement and Training
<b>Activity Title:</b> Project #25: Aboriginal Experience Development
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• Support the market-ready development of Aboriginal experiences.</li> </ul>
<b>Implementation Plan:</b>
<p><i>Short Description:</i></p> <ul style="list-style-type: none"> <li>• One of the unique tourism experiences in BC is Aboriginal tourism, of particular interest to European visitors, of which Prince George receives a high percentage. This could include heritage and culture through museums, historic sites, interpretive walks, guided fishing and hunting, traditional meals or Aboriginal arts and crafts that can be purchased.</li> <li>• This is a longer-term tactic that may take some time to come to fruition based on mutual respect and a desire to work together.</li> <li>• Prince George can increase the number of and/or presence of businesses that offer Aboriginal experiences so it is easier for visitors to experience more of Prince George. It will be important that the tourism experience is authentic, of high quality, and consistent.</li> </ul>
<p><i>Rationale:</i></p> <ul style="list-style-type: none"> <li>• Aboriginal experiences are of interest to European visitors and while Aboriginal experiences are low to medium motivators for a visit (like history and heritage), they may help in increasing length of stay and visitor satisfaction.</li> </ul>
<p><i>Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Work with Destination BC and Northern BC Tourism on their Destination Development Strategy by sitting on the working committee.</li> <li>• Once the strategy has been developed, continue to work with partners to implement the plan.</li> </ul>
<p><i>Potential Partnerships:</i></p> <ul style="list-style-type: none"> <li>• Lheidli T'enneh First Nation in Prince George; Aboriginal Business and Community Development Centre; Aboriginal Tourism BC; City of Prince George, Regional District of Fraser Fort George, Exploration Place, Two Rivers Art Gallery, Native Friendship Centre, University of Northern BC; Retail businesses selling Aboriginal arts and crafts; Northern BC Tourism</li> </ul>
<p><i>Resources:</i></p> <ul style="list-style-type: none"> <li>• Staff time: CEO; Marketing &amp; Communications Coordinator</li> </ul>
<i>Sources of Funding:</i>

**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

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- MRDT

*Responsibilities:*

- Tourism Prince George

*Timeframe:*

- Ongoing.

*Budget:*

- \$500

**Performance Measures:**

Output Measures

- Attend working committee meetings with NBCT

<p><b>Major Category:</b></p> <p>Destination and Product Experience Management – Product Experience Enhancement and Training</p>
<p><b>Activity Title:</b> Project #26: Festival Experience Development</p>
<p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Support the development of festival experiences.</li> </ul>
<p><b>Implementation Plan:</b></p> <p><i>Short Description:</i></p> <ul style="list-style-type: none"> <li>• Time-limited experiences such as festivals and events, performing arts, major museum exhibitions and other special events. Residents of Northern BC already come to Prince George as a regular getaway and to go shopping. In order to encourage more frequent visits, Prince George needs to offer more reasons for them to visit Prince George now. The emphasis is on cultural activities.</li> <li>• Depending on their size and appeal, festivals and events can provide either a primary motivation to visit Prince George or a reason to stay longer.</li> <li>• Special marketing support will be given to festivals and events that appeal to a wide range of spectators, take place in either July or February and incorporate themes that are competitive strengths for Prince George, such as outdoor adventure, heritage, sports, etc.. The purpose for focusing on July and February is to bundle existing events into a branded month of celebrations (one in summer and one in winter) that will become signature seasonal festivals and motivators to travel to Prince George. While it may be tempting to assist all festivals and events, the tourism sector has limited resources and must be focused on those that can help generate significant economic impact. One must separate those festivals and events that are of interest primarily to residents to those that are unique and have a drawing power to either generate visitation to Prince George or to provide a unique experience to visitors who are already in Prince George and thus increase their length of stay or satisfaction with their trip to Prince George.</li> <li>• It will be important to measure the actual benefits created by these festivals and events in relation to the resources expended.</li> <li>• The intention is to focus support on those festivals and events that have the potential to grow by increasing capacity, increasing the duration, and are related to the priority products identified in this plan.</li> </ul>
<p><i>Rationale:</i></p> <ul style="list-style-type: none"> <li>• Festivals and events can motivate trips, increase length of stay for visitors already in the destination, and enhance visitor satisfaction by contributing to a greater sense of having more to do in a destination. Festivals and events can also improve the perception of a destination and increase the likelihood of both recommending and returning to a destination for further exploration.</li> </ul>
<p><i>Action Steps:</i></p>

## PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN

<ul style="list-style-type: none"><li>• Work with the City of Prince George to implement the Community Celebrations Grant Program.</li><li>• Establish application process and intake timelines.</li><li>• Adjudicate applications and select festival partners.</li><li>• Implement promotional umbrella brand campaign leading up to and during celebration months (July and February).</li></ul>
<p><i>Potential Partnerships:</i></p> <ul style="list-style-type: none"><li>• City of Prince George</li></ul>
<p><i>Resources:</i></p> <ul style="list-style-type: none"><li>• Staff time: Manager, Destination Development</li></ul>
<p><i>Sources of Funding:</i></p> <ul style="list-style-type: none"><li>• MRDT; City of Prince George (Community Celebrations Grant Program)</li></ul>
<p><i>Responsibilities:</i></p> <ul style="list-style-type: none"><li>• Tourism Prince George; City of Prince George (Administration)</li></ul>
<p><i>Timeframe:</i></p> <ul style="list-style-type: none"><li>• Ongoing.</li></ul>
<p><i>Budget:</i></p> <ul style="list-style-type: none"><li>• \$35,000</li></ul>
<p><b>Performance Measures:</b></p> <p><u>Output Measures</u></p> <ul style="list-style-type: none"><li>• Support the marketing activities of a minimum of 5 festivals</li><li>• 2 campaigns (summer/winter) to promote Celebrate Prince George Festivals in July and February (radio, print, website content, social media, digital ads)</li></ul> <p><u>Outcome Measures</u></p> <ul style="list-style-type: none"><li>• 3% increase in eSTR leisure bookings.</li></ul>

**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

<p><b>Major Category:</b> Destination and Product Experience Management – Industry Development and Training</p>
<p><b>Activity Title:</b> Project #27: Tourism Summit</p>
<p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>Promote and deliver tourism education programs and provide training tools to tourism-related businesses in Prince George.</li> </ul>
<p><b>Implementation Plan:</b></p>
<p><i>Short Description:</i></p> <ul style="list-style-type: none"> <li>As tourism is a developing industry in Prince George, there is a need to provide information and education to current and potential tourism businesses in Prince George. The information and education could take the form of a “Tourism Summit” event that offers facilitated workshops on various topics of interest to stakeholders.</li> </ul>
<p><i>Rationale:</i></p> <ul style="list-style-type: none"> <li>Education and training tools will improve the success of tourism businesses in Prince George, leading to a better visitor experience in Prince George.</li> </ul>
<p><i>Action Steps:</i></p> <ul style="list-style-type: none"> <li>Investigate opportunities to partner with Northern BC Tourism to jointly host Tourism Symposium (annual event going forward).</li> <li>Decide on the appropriate workshops that will be most relevant to tourism-related businesses in the area.</li> <li>Determine dates and location of Tourism Symposium event.</li> <li>Promote Tourism Symposium (and workshops) to tourism-related businesses in Prince George.</li> <li>Attend workshops to ensure the desired messages about Prince George are incorporated into the workshop.</li> </ul>
<p><i>Potential Partnerships:</i></p> <ul style="list-style-type: none"> <li>Northern BC Tourism; Destination BC</li> </ul>
<p><i>Resources:</i></p> <ul style="list-style-type: none"> <li>Staff time: Coordinator, Marketing &amp; Communications</li> </ul>
<p><i>Sources of Funding:</i></p> <ul style="list-style-type: none"> <li>MRDT</li> </ul>
<p><i>Responsibilities:</i></p> <ul style="list-style-type: none"> <li>Tourism Prince George</li> </ul>
<p><i>Timeframe:</i></p> <ul style="list-style-type: none"> <li>Annual, ongoing.</li> </ul>

*Budget:*

- \$15,000

**Performance Measures:**

Output Measures

- Coordinate a minimum of 3 workshops.

Outcome Measures

- 5% increase in number of participants attending Tourism Summit event

<b>Major Category:</b> Visitor Services – Ambassador Program
<b>Activity Title:</b> Project #28: Ambassador Program
<b>Tactics:</b> <ul style="list-style-type: none"> <li>• To promote and implement the Ambassador Program</li> </ul>
<b>Implementation Plan:</b>
<p><i>Short Description:</i></p> <ul style="list-style-type: none"> <li>• The program provides front-line (and management) staff at tourism businesses throughout the city with the opportunity to gain skills and knowledge of how to better serve their out-of-town guests and promote all the great things to do and see in the city. The program is designed to provide an initial workshop to introduce the participants to select concepts that comprise the Visitor Counsellor training for staff at the Visitor Centres across the province. We want to ensure that these ambassadors are able to answer the most common visitor questions and are aware of the other services that Tourism Prince George can provide at the Visitor Centre and online on our website and through social media. In addition, regular communication with participants will ensure that they know what festivals and events are taking place each month and which major conferences and sporting events are in town.</li> <li>• The program works with Digital Ambassadors to build capacity for digital messaging and sharing throughout various social media networks</li> <li>• The program provides mobile visitor services at events throughout the city</li> <li>• The annual TPG Open House provides an opportunity for residents and those working in the tourism sector to familiarize themselves with tourism experiences in the area.</li> </ul>
<p><i>Rationale:</i></p> <ul style="list-style-type: none"> <li>• Tourists have several interactions while exploring a destination. These interactions (both good and bad) can have a huge impact on their overall experience leading to their likelihood to recommend and/or return to the destination. We want to ensure that each interaction with front-line staff is as good as it can be. Whether it is online, with a server at a restaurant, a taxi driver, or the front desk staff at a hotel - we can all do better at providing exceptional customer service and visitor information. Also, by letting local businesses know when major conferences or sporting events are taking place, they can be better prepared to serve greater volumes of customers and establish special promotions for guests in advance.</li> </ul>
<p><i>Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Develop curriculum (taking from existing Visitor Counsellor Training Modules).</li> <li>• Develop training materials</li> <li>• Develop promotional materials</li> </ul>

## PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN

<ul style="list-style-type: none"><li>• Promote program to tourism businesses</li><li>• Plan and implement the Open House event (including bus tours to local attractions)</li><li>• Facilitate training workshops</li><li>• Deliver collateral to businesses</li><li>• Send regular communications on upcoming festivals, conferences and sporting events.</li><li>• Establish annual mobile plan and provide mobile visitor services to major festivals and events in the city</li><li>• Replace mobile tent</li><li>• Send participant survey</li><li>• Make recommendations for improving the program next year</li></ul>
<p><i>Potential Partnerships:</i></p> <ul style="list-style-type: none"><li>• Destination BC (Visitor Counsellor Training Modules, Work); Downtown Business Improvement Association; Accommodations Prince George; Tourism operators</li></ul>
<p><i>Resources:</i></p> <ul style="list-style-type: none"><li>• Staff time: Manager, Visitor Services; Program Manager, Visitor Services</li></ul>
<p><i>Sources of Funding:</i></p> <ul style="list-style-type: none"><li>• MRDT</li></ul>
<p><i>Responsibilities:</i></p> <ul style="list-style-type: none"><li>• Tourism Prince George</li></ul>
<p><i>Timeframe:</i></p> <ul style="list-style-type: none"><li>• Ongoing.</li></ul>
<p><i>Budget:</i></p> <ul style="list-style-type: none"><li>• \$19,000</li></ul>
<p><b>Performance Measures:</b></p> <p><u>Output Measures</u></p> <ul style="list-style-type: none"><li>• Host Open House and tours during Tourism Week</li><li>• 50 ambassadors trained throughout the community</li><li>• 5000 visitor interactions with mobile booth</li><li>• 10% increase in attendance of Open House</li></ul> <p><u>Outcome Measures</u></p> <ul style="list-style-type: none"><li>• 80% participant satisfaction with the program.</li><li>• 3% increase in eSTR leisure bookings.</li></ul>



**PRINCE GEORGE 2018 MRDT ONE-YEAR TACTICAL PLAN**

**Section 3: MRDT Budget for One-Year Tactical Plan**

2018 MRDT BUDGET FOR ONE-YEAR TACTICAL PLAN	TOTAL BUDGET	MRDT BUDGET	MRDT PROJECT #
<b>Revenues</b>			
MRDT	1,164,700	1,164,700	
Stakeholder contributions	55,000		
Co-op funds received	47,000		
Grants - Provincial	23,000		
Grants/Fee for Service - Municipal	327,000		
Retail Sales/Commissions	25,750		
<b>Total Revenues</b>	<b>1,642,450</b>	<b>1,164,700</b>	
<b>Expenses</b>			
<b>Marketing</b>			
Marketing staff - wage and benefits	414,000	389,700	
Digital Assets	20,000	20,000	1
Collateral production and distribution - Visitor Guide	70,000	70,000	2
Media advertising and production	400,000	400,000	3
Website - hosting, development, maintenance	25,000	25,000	4
Consumer/Trade shows and events	35,000	35,000	5
Travel media relations	5,000	5,000	6
Sport Tourism sales & marketing activities	75,000	75,000	7-17
Meeting and Convention sales & marketing activities	75,000	75,000	18-23
<b>Subtotal</b>	<b>1,119,000</b>	<b>1,094,700</b>	
<b>Destination &amp; Product Experience Management</b>			
Product experience enhancement and training - Soft Adventure	500	500	24
Product experience enhancement and training - Aboriginal	500	500	25
Product experience enhancement and training - Festivals	35,000	35,000	26
Industry Development and Training - Tourism Summit	15,000	15,000	27
<b>Subtotal</b>	<b>51,000</b>	<b>51,000</b>	
<b>Visitor Services</b>			
Visitor Services staff - wages and benefits	40,000		
Gift Shop Cost of Goods Sold	12,000		
Ambassador Program	19,000	19,000	28
<b>Subtotal</b>	<b>71,000</b>	<b>19,000</b>	
<b>Industry Memberships, Conferences and Events</b>			
Memberships	8,000		
Meetings, conferences, conventions, sales, events etc.	-		
<b>Subtotal</b>	<b>8,000</b>		
<b>Administration</b>			
Management and staff unrelated to program implementation - wages and benefits	177,000		
Board of Directors	8,000		
Staff Training & Professional Development	12,000		
Information technology costs - workstation-related costs (i.e. computers, telephone, support, networks)	45,000		
Office rent/building maintenance	93,000		
General office expenses	63,500		
Vehicle Overhead/mileage/parking	11,500		
<b>Subtotal</b>	<b>410,000</b>		
<b>Total Expenses</b>	<b>1,659,000</b>	<b>1,164,700</b>	
Balance	-	-	