

One-Year Tactical Plan: 2025

Designated Recipient: Kermodai Tourism Society dba Tourism Terrace
Designated Accommodation Area: City of Terrace and Area E
Date Submitted: November 28, 2024
MRDT Repeal Date: September 1, 2025
Five Year Period: 2020 - 2025

Section 1: Overview and Update to Five-year Strategic Business Plan

Strategic Direction

Kermodai Tourism Society, operating as Tourism Terrace, is a Destination Management Organization with a long-term vision to establish Terrace as four-season visitor hub and gateway to Northwest BC.

Our primary economic development priority is to sustainably grow the visitor economy in the Terrace area by increasing visitation, extending visitor stays, and creating additional revenue opportunities for local businesses.

Central to our purpose is sharing the “WOW” of Terrace – showcasing the many transformative experiences that make our area unique. This is achieved through innovative marketing, product and destination development and advocacy on behalf of our partners.

Our work is rooted in our core values, and we are committed to cultivating a thriving and sustainable destination that benefits locals and visitors alike.

Key Learnings and Conclusions

Tourism Terrace continued to move forward its five-year Strategic Business Plan in 2024 and will continue to do so in 2025, with a focus on preparing for our MRDT renewal in 2025. The following are some key learnings and insights gained over the past year and considerations for 2025:

Destination Marketing:

- **New website:** In spring 2024, we launched our new [website](#) as a central hub for visitors and locals to explore the region’s attractions, businesses, and events. With a comprehensive business directory and events calendar, it encourages local engagement, shopping, and participation in community activities. A key learning is the need to promote the new site as a valuable resource for the local community to support businesses and stay connected to what’s happening in the area.



- **Trip planning platform:** We added an [Itinerary](#) section to our new website, powered by the Tripper platform to help simplify travel planning. By providing tailored recommendations for activities, dining, and accommodations our goal is to enhance the visitor experience, boost spending, and reinforce Terrace’s reputation as a visitor-friendly destination.
- **Increased video content:** In 2024, we prioritized video content to enhance Terrace's digital presence and storytelling. Partnering with content creators helped elevate Terrace's position in the marketplace, increase audience engagement, and boost brand visibility—a strategy we plan to continue in 2025. Key examples include:
 - Chef Mike Sonier visited Terrace last spring and produced multiple [videos](#) for our YouTube channel, significantly increasing engagement and brand visibility.
 - A local videographer created the [Two Adventures: A Day in Terrace, BC](#) video, which became our most successful video to date, with 7.8K views on our YouTube channel—the highest of any video we’ve produced
 - Estevan, another content creator, developed a video series in 2024 that highlights Terrace’s outdoor activities, including hiking, watersports, river windsurfing, kite surfing and paragliding. This series includes short reels, multiple one-minute videos, and a three-minute feature, all set to launch in summer 2025.
- **Online publications:** We transitioned our publications online (i.e. Visitor Guide and map) in June 2024 and now host them in Flipbook format on the digital platform ISSUU to increase accessibility and reach a broader audience. By going digital, we will reduce printing costs and environmental impact while ensuring that our guides and resources are easily available to visitors anytime, anywhere, enhancing their planning experience. A key insight from this transition is the ability to track engagement across multiple countries. It’s exciting to see how many different audiences around the world are accessing our guide through ISSUU, showcasing its global reach.
- **Supporting local events and organizations:** Supporting local events and organizations is central to our strategy for enriching the community and attracting diverse visitors who contribute to the local economy. In 2024, Tourism Terrace provided promotional and visitor services support for events such as the N2N All Nations Conference, FarmFest, Riverboat Days, Valhallafest, Shames Mountain events, the Junior All Native Basketball Tournament (Canada’s largest all-native basketball tournament), and the District Rotary Conference, which was a major event for the community. A key learning from these events is the significant role a DMO can play in driving attendance—all events sold out—and providing coordination assistance. For example, during Riverboat Days, we offered essential support to ensure the event ran smoothly despite limited volunteer availability.

Visitor Services

- **Markets at Visitor Centre:** In 2024, we hosted outdoor vendor markets at the Visitor Centre during the summer. A key learning is that the markets were successful, and we plan to host more in the future. These markets attracted many visitors to the Centre, creating a welcoming environment to share information about services and experiences in Terrace.
- **Gear Rentals:** Our gear rentals were popular in 2024; however, items like bikes are difficult to transport due to their size. A key learning is that we plan to position our bikes at key locations, such as trailheads, in 2025 and promote their availability so people can rent them directly on-site.

Destination Management

- **Accessibility:** In 2024, we unveiled the new all-terrain wheelchair for rental at the Visitor Centre. The chair is a mix between a manual wheelchair and a mountain bike. It allows people with low or no mobility to experience all different types of terrain out in the community. A great outcome is that it has encouraged partners, like BC Parks, to make some local natural spaces more accessible. A key learning is that the chair's large size makes transport difficult for some visitors. In 2025, similar to our bike rentals, we plan to position the chair at key locations, such as trailheads and Ferry Island, and allow visitors to book rental times at those spots.
- **Online Training:** As part of our new Tourism Training Academy platform, we designed and launched new online courses in customer service and pride of place, specifically designed for local front-line workers. A key learning from this initiative is that locally focused training can foster pride, boosts professionalism, and makes Terrace a more welcoming destination.
- **Sustainability:** As Tourism Terrace works toward our silver-level GreenStep Canada certification, sustainability remains a key focus in all our efforts. On September 26th, we hosted the "Tourism for Tomorrow" workshop, bringing together local businesses and partners to learn about sustainable tourism practices, highlight local contributions, and share practical tools for implementing sustainable strategies. The workshop was a success, and we plan to offer it again in 2025 with updates to the content.
- **Hands-on Business Support:** In 2024, we provided hands-on support to local businesses, offering digital expertise and practical assistance. A key success was helping Shames Mountain secure provincial gaming grant funding—a milestone they had been working toward for 11 years. The grant offers flexible funding for various needs, including wages. While future funding is not guaranteed, receiving the grant this year improves their chances for renewal, as many recipients secure it annually. Our support was key in guiding Shames Mountain through the grant application process. Tourism Terrace also continued to support businesses/organizations (i.e. Riverboat Days, Shames Mountain, Skeena Salmon Arts Festival, etc.) with building new websites and offering technical guidance. These businesses/organizations are now better positioned to attract and engage with visitors, helping them increase sales, bookings, and overall visibility of Terrace.
- **Signage and Wayfinding:** In 2024, we were successful in securing a REDIP grant for the Terrace Destination Wayfinding Initiative (Phase 1) to create a Wayfinding Strategy that will entice visitors from the highway into the community and position signage at key visitor attractions and amenities. The Wayfinding Strategy will be completed by the end of 2024, and Tourism Terrace has recently applied for additional \$790K REDIP funding to support Phase 2 – signage installation.

Organizational Excellence

- **Partnership Agreement:** Tourism Terrace received confirmation of our annual partnership agreement funding (\$132,600) with the City of Terrace and our Executive Director presented to council in September 2024, sharing all the activities from 2024 and plans for 2025.

- **Summer Jobs Grant:** Tourism Terrace successfully secured the Canada Summer Jobs grant again in 2024, allowing us to hire four summer students. In addition, Tourism Terrace brought on two more summer staff, giving us a total of six summer staff members. A key learning from this experience is that having a larger team significantly increased our capacity, enabling us to be more effective and achieve things that wouldn't have been possible with fewer staff.
- **Bylaws:** In 2024, Tourism Terrace successfully revised our bylaws, marking the first update since 2017. This update will enhance board governance and promote the long-term sustainability of our organization by ensuring legal compliance and improving our ability to adapt to change.

Target Markets

- North to Alaska Explorer – RVs, motorcyclists, vehicles
- Short-haul northwest BC region explorer
- VFR (visiting friends and relatives)
- Sector-specific explorer (fishing, mountain biking, skiing, etc.)
- Resource companies/workers
- Event/conference participants and spectators
- Medical visitors/staff

Overall Goals and Objectives

<p>Goal #1 – Destination Marketing Grow awareness of Terrace as a multi-night destination</p> <ul style="list-style-type: none"> • Increase visitors serviced at Visitor Centre by 5% over 2024 • Increase in social media engagement by 5% annually • Increase website traffic in target markets by 5% annually • MRDT increase of 2% annually <p>Goal #2: Visitor Experience Provide visitors with information – where, when, and how they need it – to support longer lengths of stay and increased spending</p> <ul style="list-style-type: none"> • Increase visitors serviced at Visitor Centre and mobile services by 5% over 2024 • MRDT increase of 2% annually 	<p>Goal #3: Destination Management Actively engage in destination management to improve the overall experience for visitors and residents</p> <ul style="list-style-type: none"> • Continue to execute the <i>Destination Terrace Strategy</i> • Maintain participation on <i>Northwest BC Destination Development Strategy</i> implementation committee • Effective partners relations and engagement <p>Goal #4: Organizational Excellence Strong and effective DMO management is key to ensuring organizational and financial sustainability</p> <ul style="list-style-type: none"> • Maintain partnership agreement with the City of Terrace • Research and apply for available grant funding • Successful submission of MRDT reporting bi-annually • Successful MRDT renewal in 2025
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Section 2: Strategic Areas of Focus for 2025

As outlined in the five-year strategy, Tourism Terrace has several key strategic areas of focus. In 2025, Tourism Terrace will dedicate time and resources to address the following four strategic areas: Destination Marketing, Visitor Experiences,

Destination Management, and Organizational Excellence, with corresponding activities and tactics. All activities have been linked in the following table to provide ease of navigation throughout the document.

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Major Category: DESTINATION MARKETING

Activity Title: Digital, Content Development & Marketing Partnerships

Tactics:

- Continue to create compelling consumer-focused content, with focus on new videos
- Maintain social and web presence
- Continue integrated campaigns
- Publish Terrace visitor guide and other digital collateral
- Local murals/art program partnership
- Destination BC Cooperative Marketing Program participation

Implementation Plan

Encourage year-round visitation to Terrace with focused growth in non-peak seasons.

Quantifiable Objectives:

- Increase in Instagram, Facebook, and YouTube engagement; use of #VisitTerrace hashtag
- Increase website visitation annually
- MRDT increase of 2% annually
- % of marketing budget leveraged with partners

Rationale:

Tourism Terrace’s primary role is to market the destination to targeted visitors. Terrace and the surrounding area are considered an ideal hub for exploring Northwest BC with access to exceptional nature-based and cultural experiences that extend in all directions - north, south, east, and west.

Tourism Terrace will aim to increase market awareness through aligning our new brand with regional and local partners, creating compelling content that conveys the personal stories, authenticity, and distinctiveness of Terrace, and increasing promotional outreach to regional markets to drive incremental spending.

Action Steps:

Website

- Maintain and seasonally update new consumer and corporate website with fresh content, campaigns, itineraries and tourism partners information, etc.

Social Media

- Continue to execute the detailed social media strategy to grow social media channel engagement (Instagram, Facebook and YouTube) and encourage consumers to #VisitTerrace

Visitor Newsletter

- Send out a monthly e-newsletter, increasing to bi-weekly during summer, to continually showcase the WOW of Terrace through unique experiences and seasonal highlights

Integrated Campaigns

- Execute Winter Stay and Play Campaign – showcasing multi-day winter itineraries that include activities such as deep powder skiing at Shames Mountain, winter fishing, heli-skiing, winter biking (fat tire), snowshoeing, and snowmobiling
- Execute Spring and Summer Campaigns to showcase multiday spring and summer seasonal activities in Terrace
- Continue Shop Local Campaign in partnership with local partners

Print/Digital Advertising

- Invest in select print and digital advertising to support local campaigns (i.e., Shop Local) and encourage visitation (i.e., Go Camping 2025 Guide, Milepost, etc.)
- Work in partnership with NBCTA, community and sector marketing partners on target advertising to support regional campaigns

Consumer Focused Content Development

- Maintain Crowdriff subscription for image use/promotion/USG content acquisition
- Curate and develop on-brand, consumer-focused marketing assets, including video, imagery, and written content. In 2025, our focus will be on producing and sharing engaging video content that tells authentic stories and highlights the diverse experiences Terrace offers. For example, we'll create a video encouraging visitors to grab any gear from their garage—whether it's a bike, skis, or a kayak—and use it here in Terrace. We'll also feature a “benches” video, showcasing various benches around Terrace with stunning views, accessible to people of all ages and abilities. Additionally, the land-based watersports videos will be released highlighting activities like river windsurfing, kite surfing, and hang gliding.
- Continue to work in partnership with NBCTA and co-op partners to develop marketing assets

Digital Collateral

- Update and distribute via ISSUU the following digital collateral pieces:
 - 2025 Terrace's Annual Visitor Guide
 - Terrace Trail and Biking maps

Local Mural/Art Program Partnership

- Continue to participate on the Skeena Salmon Arts Festival Mural/Art Program advisory committee to support “Art in Wild Places” initiative, which supports the installation of locally produced art pieces on trails, in parks, etc. for visitors and residents to enjoy
- Continuously promote the murals and art sculptures/carvings in nature through the new QR codes now visible on each mural. These codes direct visitors and residents to imagery and web [content](#) on the Skeena Salmon Art Festival's website, which Tourism Terrace provides ongoing technical support for

Cooperative Marketing Partnerships

- Partner with select community and sector marketing organizations – Mountain Bike, BC Ale Trail, Northwest BC, Route 16, and Fishing BC to leverage Tourism Terrace's marketing funds and impact in the marketplace.
- Join PaddleBC to expand the promotion of paddling opportunities in Terrace

Potential Partnerships:

Tourism Terrace staff, contracted web, social, content development assistance, community and sector marketing partners, Skeena Salmon Art Festival, City of Terrace, Northern BC Tourism Association, Destination BC

Resources:

Tourism Terrace staff and contractors

Sources of Funding:

Mix of MRDT, city and grant funding

Timeframe:

- on-going

Performance Measures

Output Measures	Outcome Measures
<ul style="list-style-type: none"> • Content creation • Number of guides downloaded • Number of partners engaged/ads sold • Number of webpage visits • Number of social media posts • Funds leveraged with co-op partners 	<ul style="list-style-type: none"> • Ongoing website stats – year-over-year data • Social media stats • MRDT revenues • Input from local tourism businesses

Major Category: DESTINATION MARKETING

Activity Title: Consumer Shows

Tactics:

- Attend travel shows in key markets to promote Terrace’s nature-based and cultural experiences with a focus on year-round destination travel.

Implementation Plan

In partnership with Northern BC Tourism and communities, participate in consumer shows to interact with potential visitors seeking information on outdoor adventure and travel.

Quantifiable Objectives:

- Increase show attendance
- Build on targeted consumer database
- Number of collateral pieces distributed

Rationale:

Consumer shows provide opportunities to partner with neighbouring destination(s) to showcase the region.

Action Steps:

- Partner with NBCTA, Northwest BC and Northeast BC consortium communities to attend show(s) – share booth space
- Create a contest that will draw people to the booth and allow us to capture their data for our database
- Attend the following shows in 2025:
 - Abbotsford Motorcycle Show
 - Calgary RV Adventure Show and Sale
 - Abbotsford Early Bird RV Show
 - Vancouver Outdoor Adventure & Travel Show

Potential Partnerships:

Northwest BC and Northeast BC community consortium partners, local tourism businesses

Resources:

Tourism Terrace staff and contractors

Sources of Funding:

Mix of MRDT, city and grant funding

Timeframe:

- Abbotsford Motorcycle Show (January 17-19, 2025)
- Calgary RV Adventure Show and Sale (January 23-26, 2025)
- Abbotsford Early Bird RV Show and Sale (February 20-23, 2025)
- Vancouver Outdoor Adventure and Travel Show (March 1-2, 2025)

Performance Measures

Output Measures	Outcome Measures
<ul style="list-style-type: none"> • Collect consumer data for database • Track number of visitors to our booth at each tradeshow • Inventory the number of promotional / collateral pieces before and after each show 	<ul style="list-style-type: none"> • Amount of marketing collateral distributed • Number of email contacts collected at the tradeshow booth • Engagement rate on follow-up communications/promotions to contacts

Major Category: DESTINATION MARKETING

Activity Title: Travel Media and Influencers

Tactics:

- Develop strong working relationships with Northern BC and Destination BC travel media teams and share “story starters”, new product and experience info, etc.
- Collaborate on media and influencer hosting opportunities with NBCTA, Destination BC, and community and sector marketing partners
- Engage with more influencers to create local Terrace content that can be shared across our digital channels
- Continue student blog partnership with BC Parks
- Share resources with local industry to enhance media visits

Implementation Plan

Encourage year-round travel media and influencer coverage that showcases Terrace’s nature, outdoor experiences, arts and culture. Each visit to include an overnight and dining experience whenever possible.

Quantifiable Objectives:

- Increase in relevant travel writers, influencers, and travel media coverage
- Track distribution and re-distribution of media coverage on Terrace and relevant spikes in traffic to the website and social media engagement

Rationale:

There is an opportunity to share Terrace experiences with potential visitors, including BC residents who may be interested in exploring their home province. Travel Media coverage helps create year-round awareness about our destination and build our destination brand.

Action Steps:

- Engage more influencers to create content for the new blog on the new Visit Terrace website
- Collaborate on media/influencer opportunities with sector and community marketing partners
- Continue to update digital assets that can be shared with media
- Utilize our contract writer to develop unique “story starters” to share with Northern BC and Destination BC travel media teams
- Be available for familiarization tour support and be responsive to requests for information from Northern BC and Destination BC travel media teams
- Work with Northern BC and DBC Travel Media Relations to ensure Terrace’s representation at the Travel Media Association of Canada (TMAC) conference and Go Media
- Continue the successful partnership between Tourism Terrace and BC Parks Students, featuring student-written blogs for Visit Terrace that serve as “influencer-style” content. This initiative was a highlight in 2024, and the partnership is set to continue in 2025.

Potential Partnerships:

Local tourism stakeholders, Northern BC Tourism Association, Destination BC, sector and community marketing partners, influencers

Resources:

Tourism Terrace staff and contractors

Sources of Funding:

Mix of MRDT, city and grant funding

Timeframe:

- Ongoing

Performance Measures

Output Measures	Outcome Measures
<ul style="list-style-type: none"> • Number of story starters created • Number of blogs created • Media monitoring 	<ul style="list-style-type: none"> • Number of media hosted • Number of media placements • Value of earned media coverage • Feedback from tourism businesses

Major Category: DESTINATION MARKETING

Activity Title: Event Hosting

Tactics:

- Attract and enhance impact of events hosted in Terrace

Implementation Plan

Support meetings, conferences, festivals, sport, and events to contribute to the growth of year-round visitation to our destination.

Quantifiable Objectives :

- Increase number of events hosted
- Increase accommodation occupancy and MRDT revenue

Rationale:

The events that are hosted in Terrace can be enhanced, and attendees encouraged to extend their stay, bring family, and enjoy a Terrace outdoor experience.

Action Steps:

- Actively promote events through digital channels to boost visibility and attract visitors
- Continue meeting with event hosts to explore ways to enhance events, increase attendance, extend stays, cross-promote, and package experiences with accommodations
- Prepare and send welcome packages for event and/or conference registrants
- Provide on-site visitor services at events and festivals
- Offer pre- and post-event itineraries to encourage visitors to explore the area beyond the event itself, extending their stay
- Collaborate with local businesses to offer special deals or promotions tied to events, encouraging visitors to explore more of Terrace

Potential Partnerships:

accommodation partners, City of Terrace, event hosts, corporate sponsors

Resources:

Tourism Terrace staff and contractors

Sources of Funding:

Mix of MRDT, city and grant funding

Timeframe:

- Ongoing
- Confirmed events for 2025 include:
 - ValhallaFest (June 20-22, 2025)
 - FarmFest (July TBA 2025)
 - Riverboat Days and Concerts in the Park (August TBA 2025)
 - Nation2Nation (October TBA 2025)

Performance Measures

Output Measures	Outcome Measures
<ul style="list-style-type: none">• Number of events• Event attendance• Accommodation bookings	<ul style="list-style-type: none">• Number of events• MRDT and hotel occupancy• Feedback from tourism businesses and event organizers

Major Category: VISITOR EXPERIENCE

Activity Title: Visitor Services

Tactics:

- Continue to operate the Visitor Centre and mobile visitor services program
- Maintain retail program at Visitor Centre, featuring local artisans
- Host more pop-up events at the Visitor Centre
- Maintain rental program (paddleboards, kayaks, snowshoes, all-terrain wheelchair) at Visitor Centre to provide visitors with more opportunity to enjoy the local lakes and trails

Implementation Plan

Provide quality information and exceptional customer service to encourage extended length of stay and increased revenue for local businesses.

Quantifiable Objectives :

- Increase number of visitors serviced through Visitor Centre and the mobile visitor services team
- Increase in Visitor Centre retail sales
- Increase gear rental availability and sales

Rationale:

Tourism Terrace has developed an appealing visitor centre featuring local products that services thousands of visitors per year. Summer students assist with the mobile program, taking the visitor centre to where the visitors are in the community.

Action Steps:

- Pursue visitor centre summer student funding through Canada Summer Job grant program
- Pursue Destination BC Visitor Centre Network funding
- Conduct counsellor recruitment and training
- Continue Tourism Terrace car and tricycle-based mobile visitor centre program, delivering active visitor engagement at key visitor sites and events within the community
- Maintain local artisan products in Visitor Centre retail store
- Maintain rentals available at the Visitor Centre, including paddleboard, kayaks, snowshoes and the new all-terrain wheelchair. Position our bikes and all-terrain wheelchair at key locations, such as trailheads, in 2025 and promote their availability so people can rent them directly on-site
- Host more pop-up events (summer artisan and holiday market) at the visitor centre. Events encourage visitors to stop and provides Tourism Terrace staff with an opportunity to get their attention and share information about experiences in Terrace
- Conduct annual spring familiarization trips for tourism businesses and visitor centre staff that wish to participate (hotel front desk staff, restaurant staff, etc.). Visit select restaurants and attractions to ensure industry partners and visitor centre staff are familiar with what Terrace has to offer and where they are sending their guests.
- Attend Destination BC's Visitor Centre Network Conference

Potential Partnerships:

Local tourism businesses, Destination BC, local artisans

Resources:

Tourism Terrace staff

Sources of Funding:

Mix of MRDT, city, grant and retail funding

Timeframe:

- Ongoing

Performance Measures

Output Measures	Outcome Measures
<ul style="list-style-type: none"> • Visitor Interactions – Visitor Centre and mobile team • Visitor Centre retail sales • Gear rental • Attendance at Visitor Centre Network event • Summer student grant funding 	<ul style="list-style-type: none"> • 5% increase in the number of qualified visitors at visitor centre and mobile locations • Increase in retail sales • Feedback from businesses and residents • Gear rental sales/usage

Major Category: DESTINATION MANAGEMENT

Activity Title: Destination and Industry Development

Tactics:

- Terrace Tourism Academy eLearning platform
- Digital readiness support for local partners and tourism operators
- Sustainable tourism initiatives and resources
- Destination wayfinding and signage strategy implementation

Implementation Plan

For the tourism industry in Terrace to continue to grow and thrive, efforts must be invested to continually improve the overall visitor experience when in the destination.

Quantifiable Objectives :

- Improve operator digital readiness and understanding of Terrace and its offerings
- Improved online reviews and customer services levels of tourism businesses
- Enhanced visitor experience
- Adoption of sustainability best practises

Rationale:

In 2025, Tourism Terrace will continue to build on the foundational work of the Destination Terrace Strategy, furthering its commitment to creating an exceptional and sustainable visitor experience. By focusing on Terrace’s natural beauty, strategic location, and cultural richness, this year’s efforts continue to prioritize digital readiness, learning and development, destination sustainability and stewardship, and wayfinding and signage.

Action Steps:

Digital Readiness

- Maintain a digital inventory of products and experiences in Terrace
- Continue to provide support for enhancing the digital presence of our community. This includes ongoing management of websites for non-profit organizations such as Shames Mountain, Skeena Valley Farmer’s Market, Terrace Riverboat Days, and the Skeena Salmon Arts Fest. These initiatives play a vital role in attracting people to our community.
- Continue to share available resources and tools with tourism business providers: Destination BC [Learning Centre](#) featuring content on digital marketing, experience development, social media marketing and more, [Northern BC Tourism](#) resources, and [Small Business BC](#) resources; etc.

Front-line staff training

- Continued promotion and enhancement of the Terrace Tourism Academy—a comprehensive online training program accessible via the SkillBuilders e-learning platform for Tourism Terrace staff, front-line workers, and tourism partners. The Academy currently includes the following modules: “Discover Terrace,” familiarizing participants with key sights and experiences in Terrace to build pride of place, and “Elevated Service – Customer Care in Tourism,” focused on making positive customer impressions and the role of effective communication in customer interactions. In 2025, we plan to expand the course content further with a new “Sustainability 101” workshop.

Destination Sustainability

- Continue to work towards silver certification through Green Step Canada's sustainable tourism destination certification program
- Promote our Visitor Code of Conduct to encourage responsible tourism, ensuring that visitors enjoy Terrace while respecting its natural and cultural heritage.
- Integrate sustainability regularly into marketing messaging and share our new guest pledge with visitors and tourism businesses to promote responsible travel
- Continue to host industry forum opportunities such as our “Tourism For Tomorrow” workshop that brings together local businesses and partners to learn about sustainable tourism practices, highlight local contributions, and share practical tools for implementing sustainable strategies

Destination Wayfinding

- Tourism Terrace has applied for a REDIP grant for Phase 2 of the Terrace Destination Wayfinding Initiative, focusing on sign fabrication and installation based on the wayfinding strategy developed in Phase 1. This includes new signage that will enhance community navigation, increase visitation, and support economic development by making it easier for residents and visitors to explore Terrace. The strategy outlines a sign family containing, vehicle, pedestrian, facilities, parks, and gateway signs.
- If Tourism Terrace is unsuccessful in securing REDIP funding, we will continue to search and apply for grants for this initiative. Please note that MRDT funds will not be used for any infrastructure related costs as part of this project.

Potential Partnerships:

Local tourism businesses, City of Terrace, contractors, Indigenous partners, local artisans, Terrace Downtown Improvement Area, Skeena Salmon Arts Fest, Northern BC Tourism Association, Green Step Canada, Destination BC, BC Parks, Ministry of Jobs, Economic Development and Innovation (Rural Economic Diversification and Infrastructure (REDIP) fund)

Resources:

Tourism Terrace staff, contractors

Sources of Funding:

Mix of MRDT and REDIP grant funding

Timeframe:

- Ongoing

Performance Measures

Output Measures	Outcome Measures
<ul style="list-style-type: none"> • Number of operators participating in workshops and e-learning platform • Businesses supported in digital presence enhancements • Adoption of sustainability practises • Grants applied for and secured • Wayfinding signage installation 	<ul style="list-style-type: none"> • Increased traffic and interaction on community websites • Enhanced visitor experience • Feedback from businesses and residents • Wayfinding strategy implementation

Major Category: Destination Management

Activity Title: Local and Provincial Partner Engagement

Tactics:

- Effective tourism partner relations and engagement

Implementation Plan

Maintain and strengthen relations with local tourism businesses, government, community partners, Indigenous, and provincial industry organizations.

Quantifiable Objectives:

- Growth in tourism partner participation in program offerings
- Maintain tourism business/partner database
- Strengthen industry partnerships

Rationale:

Tourism Terrace aims to have engaged partners participating in our programs and receiving regular communications and outreach. Moreover, Tourism Terrace aims to build a strong relationship with Mayor and Council to ensure ongoing collaboration and understanding of the value of tourism.

Further, Tourism Terrace can represent the local industry at the provincial table and bring challenges, successes, and opportunities to partners for consideration.

Action Steps:

Local Stakeholder Engagement

- Maintain updated local partner list
- Continue newsletter for tourism businesses and wider community – sharing regular updates key learning opportunities, what’s happening in Terrace, Tourism Terrace marketing, etc.
- Maintain corporate section of the Visit Terrace website – providing key information for partners
- Continue to build relationships with Mayor and council – provide regular updates on Tourism Terrace activities and ensure ongoing communication and collaboration on issues that impact tourism
- Meet regularly with City of Terrace staff to provide updates on Tourism Terrace activities, and discuss opportunities to collaborate (grant applications, wayfinding, etc.)
- Participate as a Director on Terrace Chamber of Commerce, Terrace Downtown Business Improvement Area Society and Skeena Salmon Arts Festival.
- Continue to build relationships with local Indigenous partners regarding tourism opportunities

Provincial/Regional Partner Engagement

- Attend Northern BC Tourism region meetings – monthly updates, annual forum
- Attend the annual BC Tourism Industry Conference (March 5-7, 2025, Vancouver)
- Maintain membership with the Tourism Industry Association of BC (TIABC)
- Maintain membership with the BC DMO Association (BCDMOA)
- Attend annual IMPACT conference (Jan 26-29, 2025)

- Explore attending the BC Economic Development Association annual summit (May 12-15, 2025)
- Continue participation in the Northwest Destination Development Strategy implementation

Potential Partnerships:

Tourism businesses, City of Terrace, Tourism Terrace Board, Terrace Downtown Improvement Association, Terrace Chamber of Commerce, Skeena Salmon Arts Festival, Indigenous partners, ITBC, Destination BC, Northern BC Tourism Association, BCDMOA, TIABC, sector marketing organizations.

Resources:

Tourism Terrace staff

Sources of Funding:

Mix of MRDT and grant funding

Timeframe:

- Ongoing
- IMPACT Conference - January
- BC Tourism Industry Conference – March
- BC Economic Summit - May
- TIABC AGM - Fall

Performance Measures

Output Measures	Outcome Measures
<ul style="list-style-type: none"> • Partner communications • Partner engagement in program offerings • Meeting/conference attendance 	<ul style="list-style-type: none"> • Number of contacts in database; open rates • Ongoing annual partnership agreement with City of Terrace • Input into key policy proposals that effect tourism

Major Category: ORGANIZATIONAL EXCELLENCE

Activity Title: DMO Management & Financial Sustainability

Tactics:

Ensure effective governance, financial management, and bi-annual MRDT reporting

Quantifiable Objectives:

- Annual partnership funding secured from City of Terrace
- Successful MRDT reporting bi-annually
- Successful 5-year MRDT renewal in 2025

Rationale:

Strong and effective DMO management is key to ensuring organizational and financial sustainability and long-term industry and community engagement and support.

Action Steps:

- Complete required MRDT reporting biannually (November & May)
- Conduct monthly or bi-monthly MRDT check-in meetings
- Conduct monthly board and committee meetings as needed
- Review financials quarterly
- Secure annual partnership funding agreement with City (fall presentation to council)
- Seek grant opportunities as available that align with Five-Year Strategic Plan and Destination Terrace Strategy
- Complete MRDT renewal application package for submission on March 1, 2025

Potential Partnerships:

Tourism Terrace Board, City of Terrace

Resources:

Tourism Terrace staff and board, City of Terrace, contractors

Sources of Funding:

Mix of MRDT and grant funding

Timeframe:

- Ongoing

Performance Measures

Output Measures	Outcome Measures
<ul style="list-style-type: none"> • Monthly board meetings • MRDT annual report submission – May 30th • MRDT tactical plan submission - November 30th • # of grants secured 	<ul style="list-style-type: none"> • Sufficient board nominations received for AGM • Annual funding from City of Terrace • Successful MRDT renewal in 2025