

A wide-angle photograph of a calm lake at dusk or dawn. Two people are paddleboarding on the water, their figures reflected in the still surface. In the background, there are forested hills and mountains under a soft, hazy sky with some light clouds. The overall mood is peaceful and scenic.

**DRAFT 2025-2030 Strategic
Tourism Plan**

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Introduction

Tourism Terrace, the destination management organization for the City of Terrace and Area E of the Regional District of Kitimat-Stikine, launched its first Five-Year Strategic Tourism Plan in 2020 to secure MRDT funding and guide the growth of Terrace’s visitor economy. Over the past five years, we have focused on positioning Terrace as a four-season visitor hub and gateway to Northwest BC. These efforts were further supported by the creation of a comprehensive Community Tourism Strategy in 2021, updated in 2023, which integrated destination development and sustainability initiatives to strengthen Terrace’s appeal as a visitor destination.

Highlights of our accomplishments over the past five years include:

- Established a refreshed tourism brand to represent Terrace’s unique identity and attract visitors.
- Developed a modern, user-friendly website to enhance the digital presence and improve visitor and community access to information.
- Launched innovative marketing campaigns that showcase Terrace’s distinct offerings and experiences.
- Collaborated on cooperative marketing initiatives with nearby communities and provincial sector partners to increase regional awareness and leverage shared resources.
- Completed a Value of Tourism study for Terrace in 2023.
- Secured significant funding through PacifiCan's Tourism Relief Fund to support initiatives such as digital readiness for operators, itinerary development, and sustainability programs.
- Secured 2024 Rural Economic Diversification and Infrastructure Program (REDIP) grant funding to develop a wayfinding and signage strategy for Terrace.
- Introduced a marketing grant program to assist local accommodation partners in promoting their businesses and expanding their reach.
- Launched the online Tourism Training Academy, offering courses in customer service and pride of place tailored for local front-line workers and tourism partners.
- Achieved Green Step’s bronze-level certification, positioning Terrace as one of the few sustainable tourism destinations certified in BC.

The Next Five Years: 2025-2030

Looking ahead, we have updated our Five-Year Strategic Tourism Plan (2025-2030) as part of our MRDT renewal process, focusing on sustainably growing the visitor economy while building on recent successes. Key priorities include increasing visitation, encouraging longer stays, and driving revenue growth for local businesses.

Central to this focus is sharing the “WOW” of Terrace - highlighting the transformative experiences that make the area distinctive. This updated strategy, submitted alongside the application for the 2% MRDT renewal, provides clear direction for implementing initiatives that support economic growth and community priorities over the next five years.

Purpose and Values

Values-driven Organization

Tourism Terrace has shifted to a values-driven organization: We believe that by inspiring people to take on behaviour that represents each value, we will achieve our purpose.

Tourism Terrace has moved from the traditional vision and mission work to a values-driven, purpose statement. Therefore, to articulate the purpose, the organization started by brainstorming, prioritizing and clustering a series of core values. Within each value statement, there are descriptors that further articulate what that value means to Terrace.

The values are intentionally written to be inspirational calls to action: to encourage values to translate into action. Further, the values are visual to promote sharing these values as much as possible.

Unlock our Potential

- Fun
- Continuous Learning & Empowerment
- Growth
- Teamwork & Leadership

Celebrate our Diversity

- Diversity
- Community
- Inclusivity
- Accessibility

our values
TERRACE BC

Steward the Future

- Environmental Sustainability
- Socially Responsible
- Economic Impact
- Integrity

Be a Trusted Resource

- Responsive
- Trustworthy & Honest
- Accountable
- Empathic Listening

Think Big

- Creative
- Innovative
- Inspiring
- Passion

Purpose Statement

There has been an intentional shift in the visioning for the organization, embracing a simple, compelling purpose statement. This purpose statement was created through a series of visioning exercises until it was simplified down into one, memorable statement that builds on its values: Share the WOW of Terrace with everyone.

share the
WOW
OF TERRACE_{BC} WITH EVERYONE.

Share: This is a call to instill pride of place and inspire people to be inclusive and welcoming to visitors.

WOW: No other word quite puts the finger on what makes Terrace unique. Just “WOW”! And when it is truly this incredible, how can we not celebrate.

Terrace: This is the destination: Terrace and area. All our partners share this place and as such, we share this purpose with our partners. As we leverage Terrace’s new tourism brand, we will help tell our story to the world.

Everyone: We are committed to inclusivity. This destination is not just for one group of people: locals, visitors, partners, etc. We want everyone to feel welcome here. This includes being inclusive and welcoming to all, as articulated in our value: Celebrate our Diversity.

Situational Analysis

As part of the Situation Analysis, we examined global, national, provincial, and regional trends and indicators to provide context for tourism in Terrace. This included:

- UN Sustainable Development Goals (SDG)
 - The SDGs serve as a guide for sustainable tourism, with several goals being particularly relevant to Terrace innovation, regenerative tourism and preserving biodiversity
- Destination Canada’s Tourism Outlook
 - Canadians are prioritizing travel
 - There remains a need for Terrace to promote off-season travel, encouraging visitors year-round to help balance demand and continue sustainable growth
- Destination BC Value of Tourism and Tourism Indicators

- Visitation to BC is rebounding post-COVID with increases in US and international visitation
- Northern BC regional information
 - Supporting the implementation of the Northwest BC Destination Development Strategy
 - Destination BC launched the second iconic place brand, for Northern BC – [The Great Wilderness](#)
- Key trends
 - Macro Trends, such as economic pressures, climate concerns, and diversity
 - Key Industry Trends, such as destination management and increasing costs
 - Key Market Trends, such as regenerative tourism, AI and changes in what visitors are seeking in destination

For a full Situational Analysis see **Appendix A** for more details. Below is an overview of tourism in Terrace and key indicators:

Tourism in Terrace

Terrace is located within the traditional lands of the Ts'msyen people in Northwest BC. The city is home to the Northwest Regional Airport and serves as a four-season gateway and hub for the region. Situated along the Skeena River and surrounded by mountains, Terrace takes its name from the natural terraces or benches that rise from the river, showcasing the area's unique geography.

Downtown Terrace is known for its vibrant public artwork, boutique shopping, and local dining experiences. The city's location offers exceptional year-round outdoor recreation, including world-class salmon fishing on the Skeena River, North America's largest undammed river and the second-longest in BC, with up to 5 million spawning salmon annually. Visitors can also enjoy hiking, skiing, and exploring the surrounding wilderness, making Terrace a destination for unique outdoor adventures in Northwest BC.

Destination attractions and activities include:

- Boutique shopping and public art installations in a walkable downtown
- Scenic walks and hikes along the Skeena River and surrounding trails
- World-class fishing and a variety of outdoor recreation, including watersports, mountain biking, golf, camping, boating, etc.
- Winter activities, including skiing and snowboarding at Shames Mountain
- Wildlife viewing, with opportunities to spot the rare Kermodei Bear
- The Skeena Valley Farmers' Market, the largest in Northwest BC, offering a vibrant gathering place to shop, eat, socialize, and enjoy live music
- The Nass Valley, home to Nisga'a Memorial Lava Bed Park and rich Indigenous traditions

Tourism Indicators

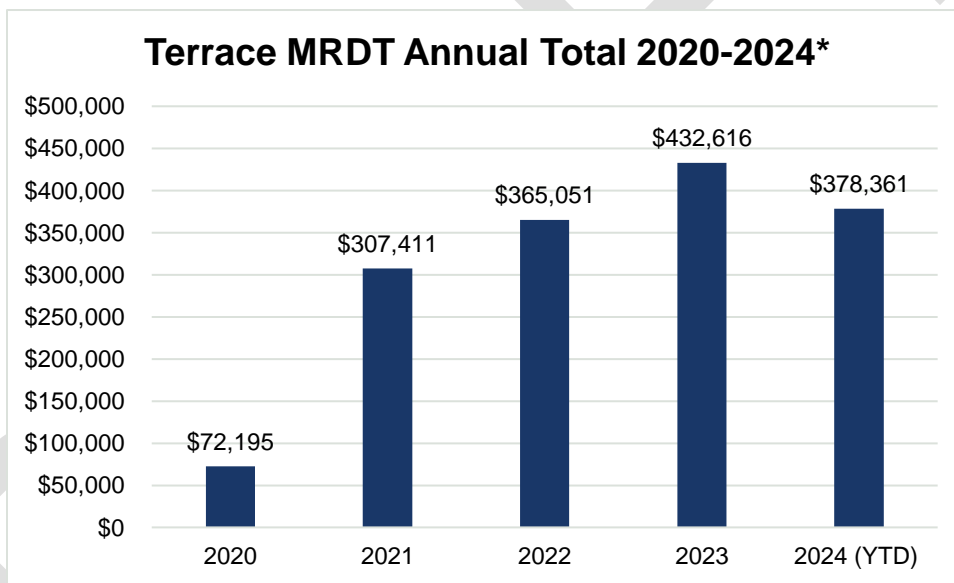
The actual number of visitors and associated spending is not monitored on a regular basis; however, the following indicators for Terrace help give a broad-brush sense of how tourism has performed in recent years and where it might be headed in the future.

Value of Tourism

In 2023, Tourism Terrace hired Larose Research and Strategy to conduct the first-ever analysis of the economic impacts of the tourism economy in Terrace. The report clearly demonstrated the tremendous economic value of the tourism sector for the region. In 2022, **direct visitor spending was approximately \$85 million in Greater Terrace**, which has a population of 18,000. This level of tourism impact per capita is greater than several BC communities that are typically considered to be heavily dependent on tourism, such as Kelowna, Kamloops, and Vancouver’s North Shore.

MRDT Revenue

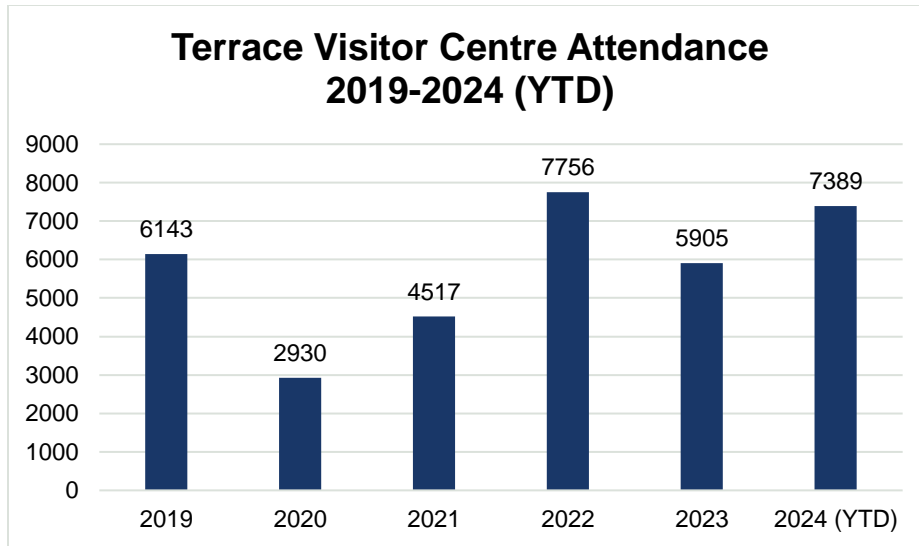
Tourism Terrace’s Municipal and Regional District Tax (MRDT) collection commenced on September 1, 2020. The graph below illustrates significant MRDT revenue growth over the last five years, reaching a total of \$432,616 for the 12 source months of 2023. This marks a 18.51% increase from 2022 (\$365,051). Revenue collected up to September 2024 suggests that 2024 will surpass 2023; however, it could level off with construction on the new hospital in Terrace completed this fall.



**2024 MRDT figures available up to September 2024 from Ministry of Finance*

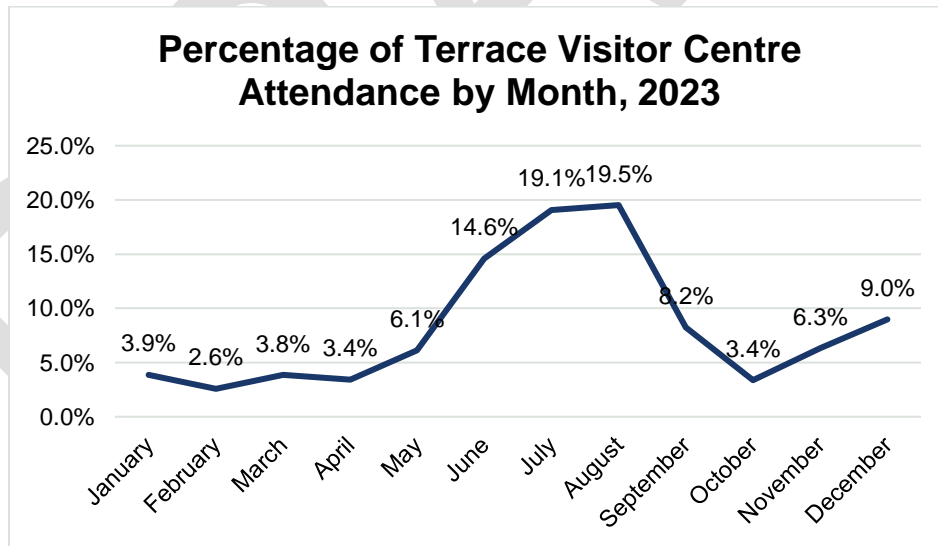
Visitor Centre

Tourism Terrace manages the Visitor Centre as part of the BC Visitor Centre Network. While attendance decreased in 2020 due to the COVID-19 pandemic, the Terrace Visitor Centre surpassed pre-pandemic levels by 2022. Features such as a welcoming retail shop, coffee bar, and pop-up markets have helped draw visitors in and create a vibrant, inviting space.







Source: [Destination BC](#)

The second graph below indicates that, like other destinations in British Columbia, Terrace experiences its peak season from May to September. While Visitor Centre statistics offer valuable insights into year-over-year trends, it's important to note that not all visitors may stop at these centers, and thus, the statistics do not fully represent all visitors to and through the area.



Source: [Destination BC](#)

Terrace SWOT

| INTERNAL STRENGTHS | EXTERNAL OPPORTUNITIES |
|--|---|
| <ul style="list-style-type: none"> • Small mountain city charm with all amenities • Outdoor assets • Regional hub • Value of Tourism  | <ul style="list-style-type: none"> • Enhanced profile of tourism • Additional tourism assets and infrastructure • Focus on sustainability • Creative ways to engage stakeholders and tell stories • Implement Wayfinding Strategy - Install signage and wayfinding  |
| INTERNAL WEAKNESSES | EXTERNAL THREATS |
| <ul style="list-style-type: none"> • Limited capacity and resources • Communicating tourism efforts to wider stakeholder audience • Little Indigenous tourism product  | <ul style="list-style-type: none"> • Local perceptions of tourism opportunities • Regional tourism leaving out Terrace • More competition for domestic travel  |

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Obstacles

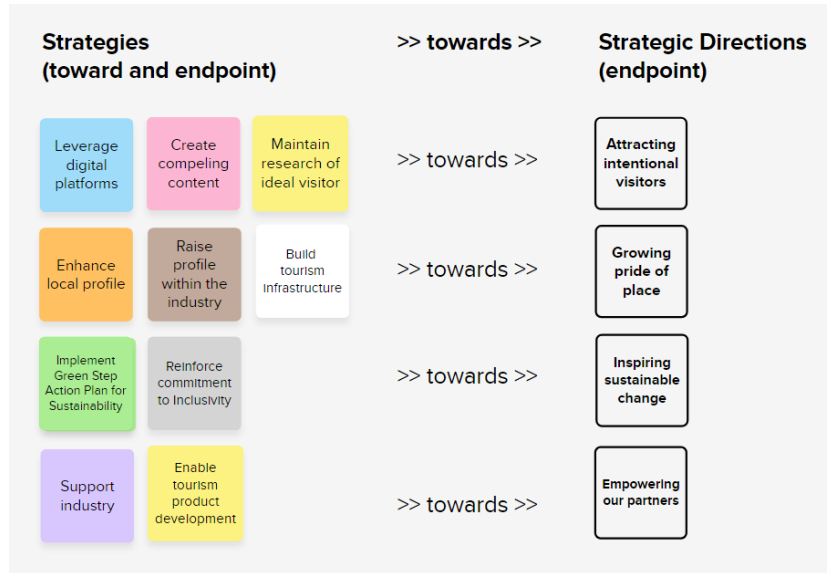
To guide future efforts, Tourism Terrace developed a list of key obstacles that could impact progress. Making progress on some of these core obstacles is integrated in the strategic directions section outlined later in the plan.

| NAME THE OBSTACLE | WHAT DOES THE OBSTACLE BLOCK? | WHAT IS THE ROOT CAUSE OF THE OBSTACLE? |
|---|---|---|
| <ul style="list-style-type: none"> tourism-specific funding | <ul style="list-style-type: none"> developing the industry promoting Terrace (targeted marketing, bigger campaigns) telling story of operators lumped in with rest of the North | <ul style="list-style-type: none"> competing with higher-profile destinations with big budgets to leverage |
| <ul style="list-style-type: none"> communicating the opportunity with the industry | <ul style="list-style-type: none"> lack of confidence from operators in the tourism opportunity | <ul style="list-style-type: none"> minimal engagement with industry local capacity to develop |
| <ul style="list-style-type: none"> industry digital footprint | <ul style="list-style-type: none"> ability to reach new visitors | <ul style="list-style-type: none"> industry understanding and resources for digital |
| <ul style="list-style-type: none"> product itself (lack thereof) | <ul style="list-style-type: none"> additional visitation additional investment | <ul style="list-style-type: none"> not seeing tourism as an opportunity |
| <ul style="list-style-type: none"> location | <ul style="list-style-type: none"> a whole segment of potential travellers (weekend road trippers) | <ul style="list-style-type: none"> physical location lack of awareness of ease of access |
| <ul style="list-style-type: none"> perception of uncertain weather | <ul style="list-style-type: none"> fair-weather travellers potential visitors aren't coming | <ul style="list-style-type: none"> brand of Northern BC - varied weather no awareness of Terrace specifically |

Strategic Directions

This section outlines a series of strategies that are grounded in available research and stakeholder input sessions. These strategies support our purpose, reflect our values and aim to address the obstacles identified that are holding us back. They are organized into four key themes or strategic directions that will guide Tourism Terrace's efforts: *Attracting Intentional Visitors, Growing Pride of Place, Inspiring Sustainable Change, and Empowering Partners.*

Each strategic direction includes measures of success to determine progress towards the goal.



1: Attracting Intentional Visitors:

Leverage Digital Platforms

Tourism Terrace’s use of digital platforms continues to grow and will be critical to support attracting the ideal visitor. This strategy includes tactics such as keeping the content library up to date, enhancing social media platforms, refreshing and keeping the website up to date, streamlining content on CrowdRiff and enhancing our analytics program.

Create Compelling Content

Tourism Terrace will continue to invest in creating compelling content that resonates with the ideal visitor. This includes developing targeted campaigns, utilizing testimonials and storytelling, promoting community events, and developing an influencer strategy.

Maintain Research of Ideal Visitor

Visitor and market research helps Terrace focus its marketing on high value target markets. What marketing content is developed, and where it is promoted must be aligned with market research. Regular updating and sharing of market research are critical tactics in this strategy.

Measures of Success

- *Overnight Stays* – growing overnight stays articulates success to attract international visitors that want to spend more time and money in Terrace.
- *Visitor Spending* – increasing total visitor spending articulates success to attract higher-value, longer stays.

2: Growing Pride of Place:

Enhance Local Profile

Tourism Terrace believes that collaboration with local partners, including the City of Terrace, is key to growing pride of place for Terrace. This begins with improving engagement with industry partners through enhanced communications and becoming a more visible community member. Tourism Terrace will share the value of tourism with the community and encourage more product development locally.

Raise Profile within the Industry

Tourism Terrace will continue to build its visibility in the industry through collaboration with neighbouring communities, sector associations, Northern BC Tourism, Indigenous Tourism BC, and Destination BC. It will continue to advocate to enhance tourism in the region, and to elevate the Great Wilderness brand and initiatives in partnership with Northern BC tourism.

Welcoming Our Guests – Visitor Services

The Visitor Centre serves as a key touchpoint for creating a welcoming experience, acting as a hub for information, services, and unique local offerings within the community. Tourism Terrace will continue to enhance visitor services through initiatives such as an artisan retail shop, gear rentals—including accessibility-friendly options like off-road wheelchair rentals—and mobile visitor services to support visitors as they explore the area. These efforts ensure a welcoming and inclusive experience for all while showcasing the community's pride in Terrace's unique offerings.

Support Tourism Infrastructure

There is a need to enhance physical infrastructure to support the tourism industry. This is as simple as additional wayfinding and tourism signage but also includes new tourism product. To break down the complexity of building additional infrastructure, Terrace will require an enhanced focus on grant funding, while collaborating with partners on project support and investment.

Please note that MRDT funds will not be used for infrastructure projects.

Measures of Success

- *Economic Value of Tourism* – gathering this number through Value of Tourism studies, to be updated every 3 years.
- *Visitor Centre Statistics* - monitoring metrics such as the number of visitors served, gear rentals, and retail sales to evaluate the Centre's role in supporting tourism.
- *Grants Applied For and Received* - measuring the success of securing grant funding for tourism-related initiatives and infrastructure improvements.
- *Industry Newsletters Issued and Open Rate* - Tracking the number of newsletters issued and their open rates to assess engagement and communication with industry partners.

3. Inspiring Sustainable Change:

Implement Green Step Action Plan for Sustainability

There are several tactics within Terrace's Green Step Action Plan that will be actioned through our Sustainability Committee. These include specific activities around governance, social responsibility, environmental stewardship and economic generation for the community. Further, the progress within the Green Step Action Plan will be communicated to partners. **Please note that MRDT funds will not be used for infrastructure projects.**

Reinforce Commitment to Inclusivity

Within our Green Step Action Plan is an area around Inclusivity. But, as this is central to our Purpose, it has been identified separately. This includes inclusivity in communications, web, wayfinding and in-person visitor programs. Further, it speaks to the importance of engaging with indigenous partners and special interest groups in tourism development and marketing.

Measures of Success

- *Green Step Score* – increasing the score out of 100 for Sustainability.
- *Green Step Certification* – maintaining Bronze Level Certification and to move to Silver.

4. Empowering Our Partners:

Support Industry

The current focus on supporting the industry is in the form of digital training through the Skillbuilder Learning Management System platform. This allows Terrace to deliver training on local knowledge, customer service, sustainability, digital marketing and other needs that arise from the industry. The goal is to continue to increase the number of courses provided and maintain a positive participation rate and high satisfaction of training platforms.

Another key focus to support the industry is in digital support. Tourism Terrace will continue working with partners to enhance their digital footprint, helping to raise the profile of Terrace in the eyes of the visitor.

Enable Tourism Product Development

Through training, support on grants applications and collaboration on projects, Tourism Terrace seeks to enable the industry to further enhance their visitor experiences and expand the range of available product for visitors.

Measures of Success

- *Participation Rate in Training* – tracking and growing the total number of people that have taken each available course.
- *Satisfaction of Training* – ensuring that all courses maintain high levels of satisfaction.

Strategy Map

The following Strategy Map offers a clear, one-page summary of our strategic plan. It highlights key opportunities identified during the planning process and serves as a practical guide for focused action.

Strategy Map

| PURPOSE STATEMENT | STRATEGIC DIRECTIONS | GOALS (MEASURES OF SUCCESS) | STRATEGIES (MOVEMENT TOWARDS DIRECTION) |
|----------------------------------|---------------------------------|---|--|
| | ATTRACTING INTENTIONAL VISITORS | <ul style="list-style-type: none"> Overnight stays Visitor spending | <ul style="list-style-type: none"> Leverage digital platforms Create compelling content Maintain research of ideal visitor |
| | GROWING PRIDE OF PLACE | <ul style="list-style-type: none"> Economic value of tourism Visitor Centre stats Grants applied for/received Industry e-newsletter metrics | <ul style="list-style-type: none"> Enhance local profile Raise presence within industry Welcome our guests – visitor services Support tourism infrastructure |
| | INSPIRING SUSTAINBLE CHANGE | <ul style="list-style-type: none"> Green Step Score Green Step Certification | <ul style="list-style-type: none"> Implement Green Step Action Plan for Sustainability Reinforce Commitment to Inclusivity |
| | EMPOWERING OUR PARTNERS | <ul style="list-style-type: none"> Participation rate in training Satisfaction in training | <ul style="list-style-type: none"> Support industry Enable tourism product development |
| FOUNDATIONAL VALUES | | | |
| | | | |



Target Markets/Ideal Visitor

Tourism Terrace's primary markets are British Columbia and Alberta, focusing on nearby geographical regions where our efforts can have the greatest impact. According to Environics Analytics, in 2023, 109,300 visitors traveled to Terrace, with 70% from BC and 20% from Alberta. These visitors, primarily from cities like Prince George (7,900 visitors), Prince Rupert (6,900 visitors), Edmonton (6,000 visitors), Calgary (5,500 visitors) and Vancouver (5,000 visitors), are drawn to Terrace's outdoor adventures, small-town charm, and ecotourism. Visitors from BC stayed an average of 4.8 nights, while Alberta visitors stayed longer at 7.8 nights, showcasing the community's appeal for extended stays.

Environics data highlights two key segments within these domestic markets:

- Suburban Sports: Middle-income families with children, working in blue-collar jobs, who are interested in activities like hiking and camping.
- Country & Western: Older couples with below-average incomes, who are nature-focused and appreciate small-town experiences.

To reach international audiences, Tourism Terrace collaborates with Northern BC Tourism Association and Destination BC to target key markets. According to Environics Analytics, Germany, Switzerland, and the UK lead international visitation, with 6,200 trips recorded in 2023 to Terrace. International visitors stay longer, averaging 14.7 nights, with peak travel occurring in July (1,300 trips), driven by German travelers. Emerging markets, such as the Philippines (29.7 nights) and India (18.5 nights), highlight opportunities for growth, particularly in nature and cultural exploration.

Specific target segments include:

- North to Alaska Explorer – RVs, motorcyclists, vehicles
- Short-haul northwest BC regional 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

As a community-level organization, Tourism Terrace aims to not only attract visitors but also inspire them to become residents, showcasing Terrace as a great place to live, work, and play. This vision extends to attracting tourism entrepreneurs who can contribute to the local economy and community growth.

Additionally, across all segments, we **seek visitors who value sustainability, respect the environment, and supports local businesses**. These ideal visitors align with our commitment to preserving the community's natural beauty and cultural heritage for future generation

Brand Positioning



**g Brand
o Story**

New strategy, new look...

In 2023, Tourism Terrace went on a visual, digital and strategic transformation. As part of this, we have embraced a new look, a new website and a newly updated strategic plan.

The new Tourism Terrace visitor brand positions Terrace as the starting point for adventures unique to northwestern BC.

The application of the brand across a variety of slogans and themes reflects the breadth of experiences that a traveller can embark on. The new brand provides options for an easy, accessible experience or off-the-beaten-path adventure. It showcases everything from soaring peaks to secluded rivers, lava beds, deep powder, world-class fishing and the rich cultural history of the Northwest.

See our brand guide or contact us to request logos in your marketing efforts.

**choose your own
adventure**

**unleash
your adrenaline**

Management, Governance and Administration

The Tourism Terrace staff team consists of an Executive Director, a full-time Visitor Centre manager, two part-time visitor centre employees, a part-time bookkeeper, summer students, and contracted support staff.

Tourism Terrace Board

Kermodei Tourism Society (dba Tourism Terrace) is a duly constituted corporation in the Province of British Columbia, established in 2000. It will maintain compliance with the BC Societies Act through the filing of annual reports and maintenance of all legal records and financial statements.

Tourism Terrace is governed by an up to 8-member board of directors representing the following organizations:

- City of Terrace - one (1) Director
- Regional District of Kitimat-Stikine - one (1) Director
- Terrace tourism industry representatives – up to six (6) Directors
 - Brian Niska, Skeen Spey Riverside Wilderness & Lodge
 - Chad Hamilton, Northern Escape Heli-Skiing
 - Leydi Noble, AllNorth Consultants LTD
 - Wesley Hiller, Studio 3 Salon and Spa
 - Carmen Kokko, BC Parks

Note: Tourism Terrace updated its bylaws in 2023

Tourism Terrace will remain responsible for the monitoring and reporting on the use of all MRDT funds.

The City of Terrace provides ~ \$132,600 annual funding to Tourism Terrace to provide tourism services. Contract deliverables include:

- running a visitor centre, providing suitable brochures and information to benefit visitors and residents
- promoting and facilitating various events open to visitors and residents
- actively participating in regional visitor/tourism promotion activities

Sources of Funding

The primary source of funding for Tourism Terrace is the Municipal and Regional District Tax (MRDT), a 2% “hotel tax” that overnight visitors pay on eligible stays.

Other funding sources include, travel guide ad revenue, a City of Terrace partnership agreement, retail sales from the Visitor Centre, and federal summer jobs grant funding for summer staff at the visitor centre.

Tourism Terrace has successfully sought, and will continue to seek, grants and partnership funding programs to leverage our budget and achieve program goals.

Affordable Housing

Tourism Terrace and the City of Terrace will not be utilizing the MRDT for affordable housing.

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Appendix A – Situation Analysis

UN Sustainable Development Goals

Formed as part of the 2030 Agenda for Sustainable Development, the United Nations’ 17 Sustainable Development Goals (SDGs) “provide a shared blueprint for peace and prosperity for people and the planet, now and into the future.”¹ The UN World Tourism Organization highlights that tourism has the potential to contribute, directly or indirectly, to all of these goals. The SDGs serve as a guide for sustainable tourism, with several goals being particularly relevant to Terrace, such as:

SUSTAINABLE DEVELOPMENT GOALS



- **SDG 9: Industry, Innovation and Infrastructure** - “Tourism development relies on good public and private infrastructure. The sector can influence public policy for infrastructure upgrade and retrofit to be more sustainable, innovative, and resource-efficient, and moving towards low carbon growth, thus attracting tourists and other sources of foreign investment.”²
- **SDG 11: Sustainable Cities and Communities** – “Tourism can help advance urban infrastructure and accessibility, promote regeneration, and preserve cultural and natural heritage - assets on which tourism depends. Investment in green infrastructure (more efficient transport, reduced air pollution) should result in smarter and greener cities, not only for residents but also for tourists.”³

¹ United Nations, *The 17 Goals | Sustainable Development*, accessed December 3, 2024, <https://sdgs.un.org/goals>.

² United Nations World Tourism Organization, *Tourism in the 2030 Agenda*, accessed December 3, 2024, <https://www.unwto.org/tourism-in-2030-agenda>.

³ United Nations World Tourism Organization, *Tourism in the 2030 Agenda*, accessed December 3, 2024, <https://www.unwto.org/tourism-in-2030-agenda>.

- **SDG 15: Life on Land** - “Rich biodiversity and natural heritage are often the main reason why tourists visit a destination. Tourism can play a major role if sustainably managed in fragile zones, not only in conserving and preserving biodiversity, but also in generating revenue as an alternative livelihood to local communities.” ⁴

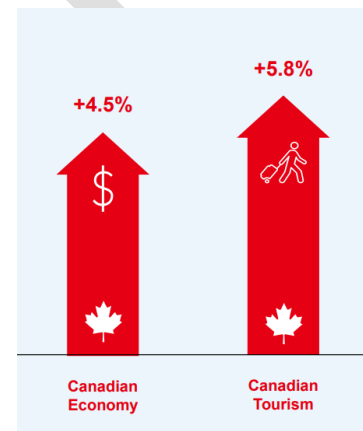
Terrace’s approach to tourism management aligns with these goals, promoting economic growth, sustainability, and community well-being while preserving its natural and cultural heritage.

Canada Tourism⁵

According to Destination Canada, the visitor economy has made significant strides post-pandemic, with tourism expected to grow 5.8% annually through 2030. However, this growth is slower than the global average, which is forecasted at 7.1% annually, highlighting strong international competition.

Despite economic uncertainties, tourism remains strong with domestic travel leading the post-pandemic recovery. Notably, nearly half of Canadians continue to prioritize travel over other discretionary spending. Leisure travel has successfully rebounded to 2019 levels with \$72.4 billion in revenue in 2022, while business travel is on the rise as more people return to the office. By 2024, business travel spending is expected to surpass 2019 levels.

Nationally, supply constraints are a growing concern as travel demand is expected to exceed capacity by 2030, particularly during peak seasons. This could result in shortages of accommodations, workforce, and transportation options. For Terrace, this highlights the need to promote off-season travel, encouraging visitors year-round to help balance demand and continue sustainable growth.



Source: Forecasted Annual Growth of Tourism in Canada 2024-2030, Destination Canada

British Columbia Tourism⁶

Visitor trends in British Columbia align with the strong rebound in travel across Canada, continuing to significantly benefit the provincial economy. The latest 2022 data from Destination British Columbia highlights the value of tourism in terms of job creation, business growth, and economic impact:

- Tourism employs about 154,366 people in BC
- Over 16,910 tourism businesses operate in BC
- In 2022, the tourism industry generated \$18.5 billion in revenue
- The tourism industry contributed \$2.1 billion in provincial/municipal tax revenue in 2022

⁴ United Nations World Tourism Organization, *Tourism in the 2030 Agenda*, accessed December 3, 2024, <https://www.unwto.org/tourism-in-2030-agenda>.

⁵ Tourism Data Collective, *Fall Tourism Outlook Public Report*, accessed December 3, 2024, https://www.tourismdatacollective.ca/system/files/2024-02/Fall%20Tourism%20Outlook_Public%20Report_12.12.23_0.pdf.

⁶ Destination British Columbia, *Value of Tourism*, accessed December 3, 2024, <https://www.destinationbc.ca/research-insights/type/industry-performance/value-of-tourism/>.

More recent tourism performance indicators up to August 2024 show an 8.8% increase in international visitor arrivals compared to the same period in 2023, with US overnight arrivals up by 7.5%. Year-over-year, BC's provincial hotel occupancy rates are down slightly by -0.9%, while average daily room rates have risen by 4.7%.⁷

2024 British Columbia Tourism Indicators

| | 2024 Performance | |
|---|------------------|--------------------|
| | (up to August) | % Change over 2023 |
| International Visitor Arrivals | 3,678,909 | 8.8% |
| US Overnight | 2,566,050 | 7.5% |
| Total US | 4,772,308 | 9.6% |
| Asia/Pacific | 734,789 | 18.9% |
| Europe | 376,361 | 9.0% |
| Provincial Hotel Occupancy Rate | 71.2% | -1.0% |
| Provincial Average Daily Room Rate | \$255 | 4.7% |
| Restaurant Receipts | \$11,165M | 3.3% |

Source: Destination BC Tourism Industry Dashboard

Northern BC Tourism

Northern BC Tourism Association (NBCTA) works to develop, support, and sustain the tourism sector in northern BC and is one of six regional destination management organizations in the province.

The Destination BC provincial vision is for BC to be a world-class tourism destination that offers remarkable products and experiences that are authentic, driven by visitor demand, exceed expectations, and align with BC's brand. Between 2017-2019, 19 destination development strategies were developed in BC. Terrace is represented in the [Northwest BC strategy](#), and is involved in the implementation of the plan as part of the regional working group.

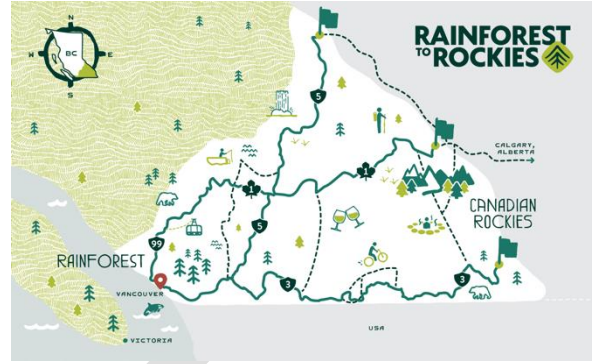
Key development opportunities outlined in the strategy include:

- Development of thematic and circle routes
- Building experiences around iconic attractions and areas
- Clarifying the identity of Northwestern BC
- The development and delivery of authentic Indigenous experiences
- The development of ecotourism and adventure tourism

Invest in Iconics

⁷ Destination British Columbia, Tourism Industry Dashboard, accessed December 3, 2024, <https://www.destinationbc.ca/tourism-industry-dashboard/>.

Together with the support of Indigenous Tourism BC, the tourism industry, and communities throughout the province, Destination BC is branding, marketing, and supporting the development of globally compelling routes and places that span the entire province of British Columbia through the *Invest in Iconics Strategy*. This long-term strategy aims to responsibly increase the benefits of tourism throughout British Columbia through the integration of Place Branding and Destination Development.



Destination BC launched the first iconic place brand, [Rainforest to Rockies](#) in 2023. The second route launched is for Northern BC – [The Great Wilderness](#). The primary markets for this route will be the US and Germany. Tourism Terrace is continuing to work on destination development initiatives will ensure that the destination is able to participate in provincial and regional marketing of northern BC touring routes more fully.

Trends

Tourism Terrace monitors trends to ensure our marketing is addressing what lies ahead. The tourism industry has always embraced change, but its pace has now accelerated. Below are many of the trends that our team at Tourism Terrace are monitoring - and adapting to - along with our local, regional, provincial, and national tourism partners.

| MACRO TRENDS | | |
|--|--|---|
| <p>Economic Pressures The economic impact of COVID-19 had a dramatic effect on the global tourism economy, leaving many tourism businesses with liquidity challenges to support operations. The Canadian economy is recovering as interest rates slow decrease, but consumer prices remain.</p> | <p>Climate Change There is increasing global urgency to adapt to climate change by implementing sustainable and competitive business practices.</p> | <p>Diversity and Inclusion Equal opportunity and participation for everyone - regardless of age, ability, gender, sexual orientation or culture. Key to creating a more sustainable, equitable and representative society that the tourism industry must embrace for the future.</p> |
| KEY INDUSTRY TRENDS | | |
| <p>Destination Management</p> | <p>Labour & Skills Shortage Labour market analysis indicates acute worker</p> | <p>Higher Costs Supply chain shortages coupled with increasing</p> |

| | | |
|---|---|---|
| <p>As marketing channels increase and awareness grows, Destination Marketing Organizations (DMOs) are shifting to be more engaged in managing destinations. DMOs aim to balance the needs of residents, visitors, and nature to ensure long-term viability.</p> | <p>shortages will continue to strain the tourism and hospitality sectors in Canada, resulting in service limitations and decreased quality of experience offerings.</p> | <p>costs of materials and higher demand has resulted in higher costs for airfare, fuel, food, hotel stays, experiences etc.</p> |
|---|---|---|

KEY MARKET TRENDS

| | | | | |
|---|--|--|---|--|
| <p>Regenerative Tourism Increasing desire to connect in meaningful ways with places visited by actively contributing to the well-being and restoration of the local destination.</p> | <p>Working from Anywhere More and more professionals can work from anywhere now, creating potential for longer stays as business is mixed with leisure (i.e. “bleisure”).</p> | <p>'Coolcationing' With the intense, record-breaking temperatures of recent years, many are considering booking ‘coolcations’ in more temperate destinations further north.</p> | <p>Community Pride We love where we live and want to benefit from tourism but minimize negative impacts.</p> | <p>Connection with Nature Pandemic fueled the desire for wild spaces and outdoor adventure to support positive mental and emotional wellbeing.</p> |
| <p>Craft Breweries & Local Flavours Visitors and residents alike are curious to experience local food and drink and support local economies.</p> | <p>Accessibility It’s not only about human rights, but it’s a business opportunity for destinations and businesses to ensure tourism products and services are accessible to all people regardless of physical limitations, disabilities, or age.</p> | <p>Indigenous Experiences Increasing demand for authentic Indigenous experiences reflects the growing recognition of the importance of meaningful reconciliation.</p> | <p>Active Transportation Climate change and wellness have accelerated need for more active transportation choices in communities.</p> | <p>Wellness Travel From cold water plunges to silent retreats and digital detoxes and forest bathing, travelers are seeking journeys that rejuvenate both the body and mind.</p> |
| <p>Blue Tourism Travel centered around water-based activities and destinations, including water sports and marine wildlife experiences, with a growing focus on sustainability and conservation.</p> | <p>Slow Travel Sustainable tourism practice involving longer stays with less travel in a single place.</p> | <p>Company Retreats Getting away from Zoom fatigue. Remote workers still desire to connect with their colleagues.</p> | <p>Generative AI Artificial Intelligence is dramatically altering the consumer and marketing landscape. Travelers will increasingly use generative AI to help plan their trips.e.g. new HelloBC AI Concierge</p> | <p>Pet Travel The pandemic fueled rapid pet adoption, making destinations with pet-friendly initiatives highly sought-after by those seeking seamless travel with their beloved furry family members.</p> |