

Our Purpose

The purpose of Tourism Terrace is to share the WOW of Terrace with everyone. This speaks in inclusive language about the many transformative experiences available in Terrace to everyone: locals and visitors alike.

Tourism Terrace aims to expand tourism in the Terrace area and generate incremental revenues by developing, coordinating and delivering collaborative destination products and services.

Our Values

The Foundational Values that guide the activities of Tourism Terrace:

Unlock our Potential

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



share the
WOW
of **TERRACE** BC

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

