

Appendix 2.2 Annual Performance Report

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must report back to the Province annually. As such, all designated recipients (or the designated recipient's service provider), are required to complete the following Annual Performance Report as well as a Financial Report (refer to Appendix 2.1) **by May 31 of each year**.

All designated recipients are required to fill in the sections below.

Only those designated recipients that receive the three percent tax rate will be required to report out on additional metrics (as indicated below).

A description/instruction pertaining to each performance metric is provided in grey text as a guide only. Please delete the grey text and provide your response accordingly.

Designated Recipient: **Kermodei Tourism Society (dba Tourism Terrace)**

Report Completed: June 23, 2025

Designated Accommodation Area: **City of Terrace and Area E**

Reporting period: **January 1, 2024, to Dec 31, 2024**

1. Effective tourism marketing, programs and projects

MRDT-funded tourism marketing, programs and projects maximize the potential for increased visitation and growth in tourism business activity, employment and incremental tourism revenue.

MRDT Revenue

The total amount of Municipal and Regional District Tax (MRDT) revenue received for 2024:

MRDT: \$450,486.58

OAP: \$ 18,242.74

Total: \$ 468,729.32

This is an **8.35% increase** from 2023 (\$432,616). To date, Tourism Terrace is exceeding its objective of 2% growth in MRDT per year.

MRDT Activities, Tactics, Investment Efforts and Outcomes

Key Strategic Areas included in this report:

1. Destination Marketing
2. Visitor Experience
3. Destination Management
4. Organizational Excellence

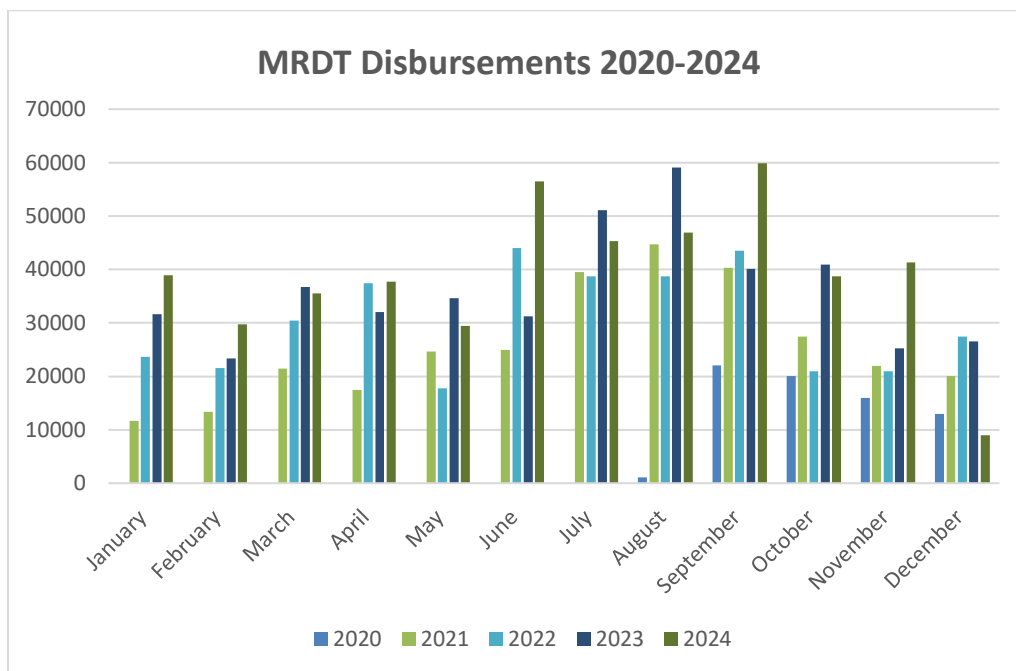
Destination Marketing

Marketing plays a significant role in Tourism Terrace's annual activities, in support of the mandate to increase visitation to the area through strategic marketing and partnerships at the local and regional levels. The core of Tourism Terrace's strategy is to showcase the "WOW of Terrace," emphasizing the transformative experiences Terrace offers to both locals and visitors.

Occupancy

While Tourism Terrace does not have specific hotel and short-term rental occupancy rates for Terrace, the following chart shows MRDT disbursements from the start of collection in August 2020 to December 2024. It highlights the busiest and quietest months, offering insights into occupancy trends in Terrace. Notably, MRDT disbursements increased each year, with the most significant gains recorded in Q3 of each year.

Terrace's MRDT figures generally follow typical seasonal patterns, with the highest figures recorded in Q3. However, these patterns fluctuate due to industrial projects in the region (e.g., LNG Canada, Coastal GasLink, the new hospital), which brings resource industry workers to the area at various times of the year.



Visit Terrace Website

In spring 2024, Tourism Terrace launched its 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 also encourages local engagement, shopping, and participation in community activities.

A new [Itinerary](#) section was also added to the website, powered by the Tripper platform, to help simplify travel planning. It offers tailored recommendations for activities, dining, and accommodations, aiming to improve the visitor experience, encourage spending, and support Terrace's position as a visitor-friendly destination.

The following is a summary of [visitterrace.com](#) results from January 1st to December 31st, 2024

Overall Activity:

- **Total Page Views:** 290,678
- **Total Sessions:** 42,343 (+28.4% vs. 2023)
- **Total Events Tracked:** 290,678
- **Average Engagement Time per Active User:** ~25.1 minutes
- **Peak Average Engagement Time:** ~39.6 minutes

Most Visited Pages:

- Homepage – 14,944 views
- Events page– 3,838 views
- Explore landing page – 3,447 views
- Outdoor Adventures – 2,923 views
- Eat & Drink – 2,254 views
- Shop Local – 2,207 views
- Stay page - 1,785 views
- Sport Fishing – 1,692 views
- Restaurants – 1,554 views
- Hiking– 1,534 views

Geography:

Top Countries by Active Users:

- Canada
- United States
- Germany
- United Kingdom
- Sweden
- Australia
- China

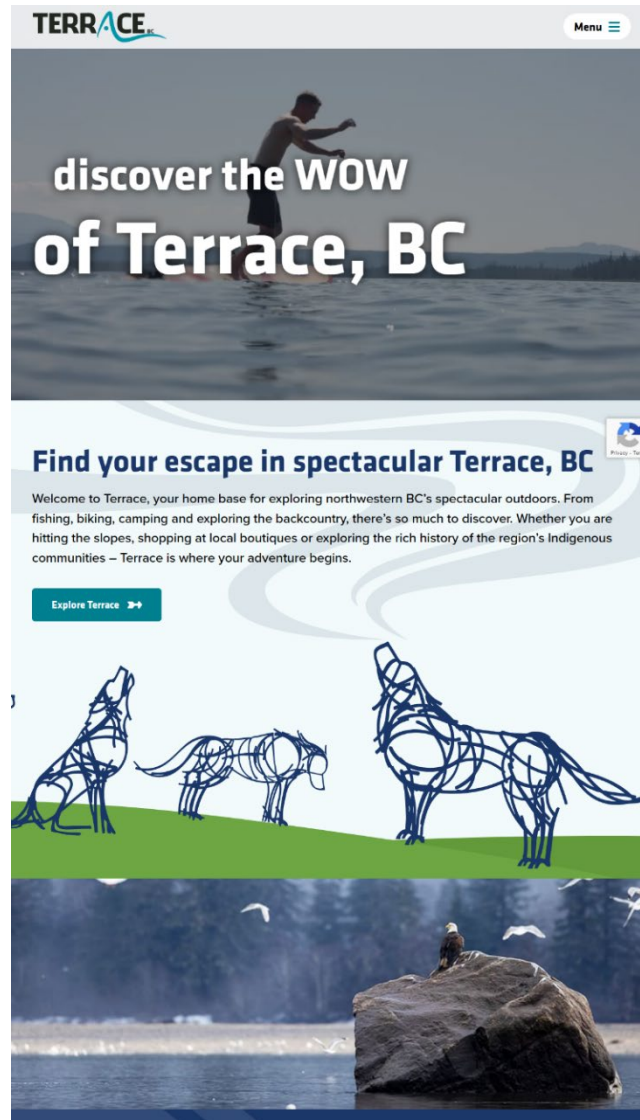
Key Insights:

- Organic and referral traffic drove the most engaged visitors, with search engines accounting for the highest volume and referral links showing the strongest engagement and session duration.
- Visitors showed strong interest in local experiences, with top-performing pages including Explore, Events, Camping & Parks, and Sport Fishing.
- The audience was primarily Canadian, especially from BC, aged 25–44, with balanced gender representation and strong interests in travel, food, lifestyle, and local activities.

Social Media

In 2024, Tourism Terrace continued to build its social media presence by implementing the strategy developed in 2023. With support from a skilled contractor, the channels saw steady growth and increased engagement. Facebook led in total reach, views, and engagement volume. Instagram showed the strongest year-over-year growth, particularly through organic reach and interactions. YouTube supported longer-form engagement and delivered strong results for promoted content, though overall traffic was lower than on other platforms.

Content regularly featured recreation, events, arts and culture, sustainability, and seasonal getaways, while encouraging use of the #visitterrace hashtag. Notably, Tourism Terrace received the **2024 Social Media**



Excellence Award from the Terrace & District Chamber of Commerce in recognition of this work.

Facebook Performance Summary (Jan 1 - Dec 31, 2024)

Tourism Terrace's Facebook content achieved strong growth through a blend of organic and paid strategies.

- **Total Reach:** 763.4K (+ 99.7% vs. 2023)
- **Total Views:** 367.6K (55% paid, 45% organic)
- **Content Interactions:** 13.8K (+ 53.4%)
- **Link Clicks:** 12.4K
- **Page Visits:** 16.6K
- **New Followers:** 578 (Total: 5,061)



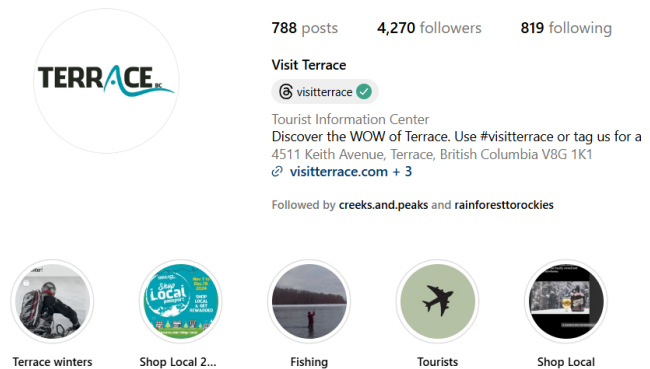
Key Insights:

- Link posts delivered the highest reach and interaction, making them ideal for driving traffic to key web pages and campaigns.
- Video content was highly effective for reach and engagement despite lower posting volume, reinforcing its storytelling impact.
- Multi-photo and photo posts continue to be reliable formats for driving visual engagement.
- Engagement and reach increased significantly year-over-year, particularly for boosted content.
- Reels and Stories underperformed relative to other formats, suggesting the need for more experimentation or repurposing of this content.

Instagram Performance Summary (Jan 1 - Dec 31, 2024)

Tourism Terrace's Instagram content also saw steady growth and strong organic reach, supported by consistent posting and visual storytelling.

- **Total Reach:** 113.8K (+170.4%)
- **Total Views:** 43.7K (78% organic)
- **Content Interactions:** 719 (+ 100%)
- **Engagement Growth:** + 17.8% year-over-year
- **Link Clicks:** 433 (+ 223.1%)
- **Page Visits:** 4.1K (+ 36.5%)
- **Total Followers:** 4,267



Key Insights:

- Instagram continues to be a strong organic channel, with nearly 80% of views coming from unpaid content.
- Stories were the most frequently used format (303 published), helping maintain engagement.
- Posts (80 published) remain important for evergreen and promoted content, supporting campaign visibility and reach.
- With over 43K total views, Instagram played a key supporting role in community awareness and event promotion.
- The increase in year-over-year views highlights the value of regular and relevant content, especially content tied to seasonal activities and local storytelling.

YouTube Performance Summary (Jan 1 - Dec 31, 2024)

Tourism Terrace's YouTube channel continued to support destination storytelling and campaign reach through a mix of promoted and organic content.

- **Total Views:** 18,128
- **Watch Time:** 490.2 hours
- **Subscribers Gained:** +299
- **Videos Published:** 9
- **Top Videos:**
 - [Two Adventures: A Day in Terrace, BC](#) — 8,416 views
 - [Chef Mike Sonier in Terrace, BC](#) — 5,317 views
 - [Graham Acres Homestead and Creamery](#) — 739 views
- **Impressions:** 102.2K (64% from YouTube recommendations)
- **Click-Through Rate:** 5.4%
- **Average View Duration (from Impressions):** 1:23
- **Views from Impressions:** 5,600 (129.4 hours watch time)

Key Insights:

- YouTube supported brand storytelling through a mix of paid and organic content.
- Advertising accounted for 53% of total views, but organic discovery (browse and search) also drove meaningful engagement.
- Top-performing videos focused on local personalities and experiences, helping bring the destination to life.

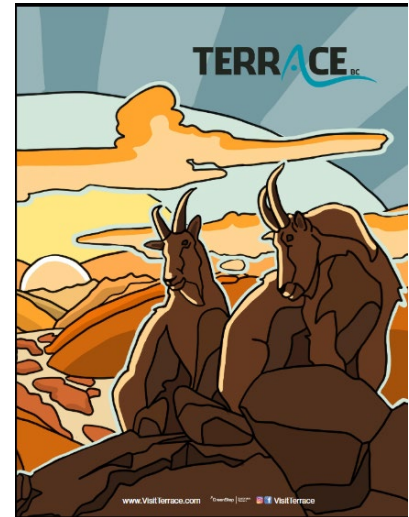
Collateral

Tourism Terrace achieved record ad sales for the **2024 Visitor Guide** and successfully **printed and distributed 20,000 guides**. The guide featured a brand-new cover created by a local Terrace artist, celebrating the region's creative talent.

In addition to the guide, a **new City Map** was produced, highlighting key destination features such as parks, playgrounds, historical sites, accommodations, biking and hiking trails, and more.

Tourism Terrace also produced a **Murals and Public Art Walking Tour Map**, created in partnership with the Skeena Salmon Arts Festival. This self-guided tour encourages visitors to explore Terrace's downtown and discover its colourful murals and public art installations.

In 2024, all Tourism Terrace's publications were transitioned online using **ISSUU's Flipbook format**. This move increases accessibility, reduces printing costs and environmental impact, and allows visitors to access these guides and maps from anywhere, anytime enhancing the trip planning experience. For the first time, it also allows us to track downloads and see where visitors are viewing the materials from.



ISSUU Results

Visitor Guide

- **Impressions:** 6,478 | **Reads:** 684 | **Avg. Time:** 3:20
- **Clicks:** 5 | **Downloads:** 25
- **Top Traffic Sources:** 50% Embeds / 50% Issuu.com
- **Devices:** 59% Phone / 41% Desktop
- **Top Countries:** Canada (513), USA (95), Germany, UK, Switzerland

Terrace City Map

- **Impressions:** 328 | **Reads:** 21 | **Avg. Time:** 2:08
- **Downloads:** 3 | **Devices:** 67% Phone
- **Top Countries:** Canada, Chile, USA, UK

Murals & Public Art Map

- **Impressions:** 1,405 | **Reads:** 76 | **Avg. Time:** 1:23
- **Downloads:** 4 | **Devices:** 68% Phone
- **Top Countries:** Canada (52), USA (17), Thailand, Germany, Ireland

My Mountain Coop Shames Mountain Trails

- **Impressions:** 587 | **Reads:** 28 | **Avg. Time:** 0:34
- **Downloads:** 2 | **Devices:** 71% Phone
- **Top Countries:** Canada, USA, UK, Ireland, Israel

My Mountain Coop Shames Mountain Map

- **Impressions:** 1,486 | **Reads:** 42 | **Avg. Time:** 1:13
- **Downloads:** 1 | **Devices:** 64% Phone
- **Top Countries:** Canada (23), USA (11), Israel, Thailand, Ireland



Consumer Shows

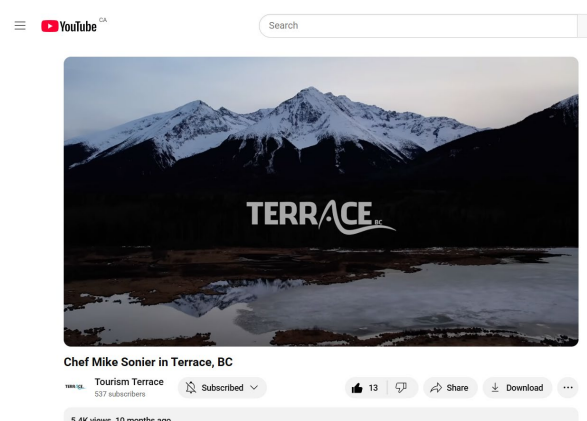
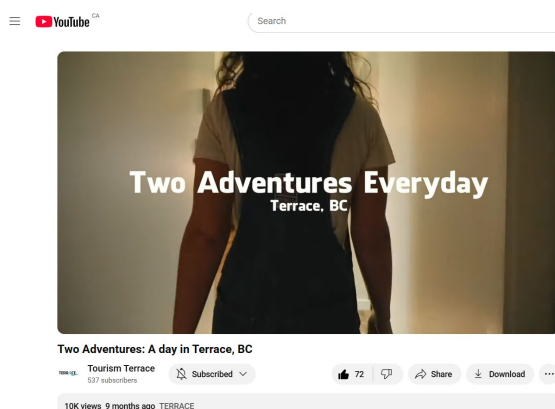
In 2024, Tourism Terrace participated in key consumer shows, including the **Vancouver Motorcycle Show** (Jan 12-14), **Abbotsford RV Show** (February 22-25), **Vancouver Outdoor Show** (March 2-3) and **Calgary Outdoor Show** (March 15-16). These events were attended in collaboration with neighboring community partners and the Northern BC Tourism Association (NBCTA) to promote tourism in the north. Tourism Terrace representatives shared information about the area, including **6,000 pieces of collateral** and connected with travellers planning their trips in BC.



Content Development

In 2024, Tourism Terrace 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 from Ethical Table visited Terrace last spring and produced multiple [videos](#) for Tourism Terrace's YouTube channel, significantly increasing engagement and brand visibility.
- A local videographer created the [Two Adventures: A Day in Terrace](#) video, which became the most successful video to date, with 8,416 views on Tourism Terrace's YouTube channel, 248.15 hours of watch time, 58,053 impressions, and a 5.49% Click Through Rate.
- Estevan, another local 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.
- Partnered with BC Parks summer students to create monthly Epic Tales [blogs](#), sharing hidden gems and real-life adventures in Terrace and area. This partnership will continue in summer 2025.



Travel Trade

In 2024, Tourism Terrace supported travel trade efforts in partnership with NBCTA and Destination BC. These initiatives helped raise awareness of Terrace and the surrounding region among key international markets.

German Familiarization Tour – The Great Wilderness Route

In September, NBCTA hosted a group of German tour operators and travel media on a familiarization trip through Northern BC. The itinerary included Terrace, Prince George, Houston, Smithers, Kitimat, and Nisga'a Lands, all along The Great Wilderness route. This route is particularly important for the German market, and all participating operators currently feature Highway 16 itineraries. These trips provide operators with firsthand experience to better promote and sell Northern BC as a destination.

Australian and UK Tour Operators – Post Rendez-vous Tour

Tourism Terrace also supported a post Rendez-vous Canada familiarization tour coordinated by Destination BC and NBCTA. The tour brought Australian and UK operators to explore the Northwest firsthand. The trip began in Terrace, where participants toured the Skeena River by jet boat and visited the Kitselas Canyon National Historic Site. From there, they travelled to Nisga'a Lands and the 'Ksan Historical Village and Museum, before boarding VIA Rail's Skeena Line to Prince Rupert.



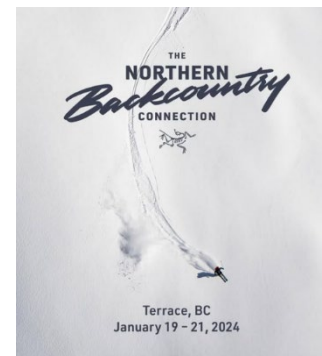
Source: NBCTA News – October, German FAM

Travel Media/Influencers

In 2024, Tourism Terrace continued to engage with travel media and influencers to raise awareness and share the WOW of Terrace. Working in collaboration with NBCTA and Destination BC, Tourism Terrace supported media visits and coverage that highlighted Terrace's outdoor adventure, arts, and cultural experiences. Highlights from the year include:

Arc'teryx Northern Backcountry Connection

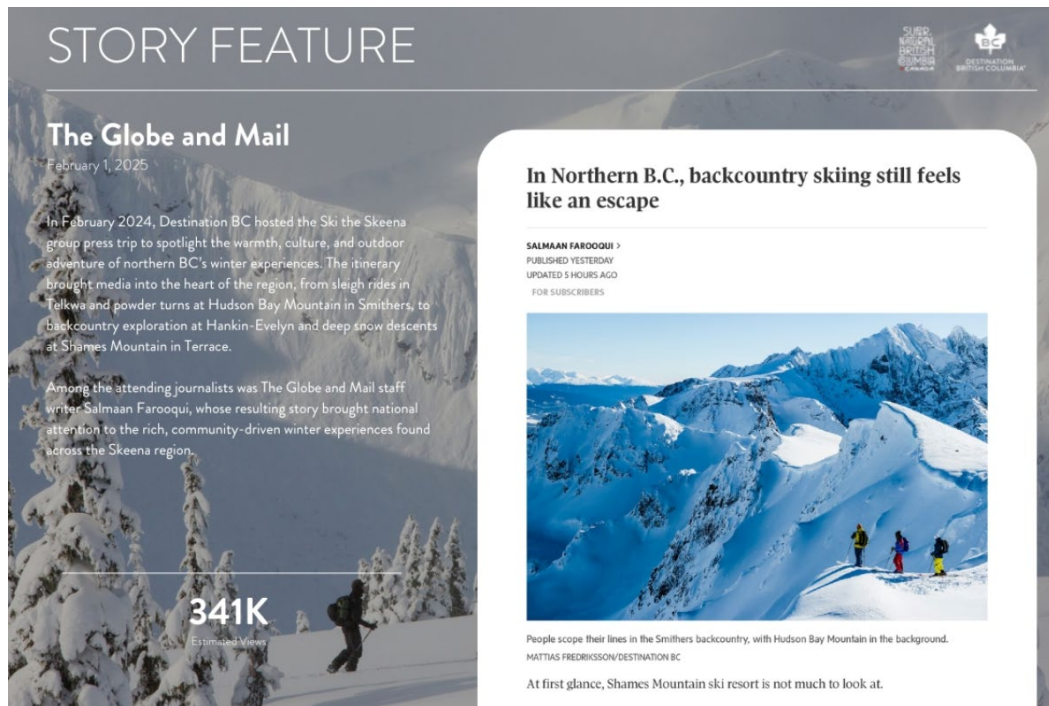
In January 2024, Terrace hosted the second annual Arc'teryx Northern Backcountry Connection, spearheaded by Creative Director and Arc'teryx ambassador, Abby Cooper. This event brought together backcountry enthusiasts for a series of clinics and community-building activities. Participants explored the Skeena Valley's winter terrain, including sessions at Shames Mountain. The initiative was a collaborative effort with partners such as Sherwood Mountain Brewhouse, Northern Escape Heli Skiing, Terrace Search and Rescue, Mount Remo Backcountry Society, and Tourism



Terrace. The initiative helped raise awareness of Terrace as a backcountry destination.

Ski the Skeena Media Tour

In February 2024, Terrace was featured in Destination BC's "Ski the Skeena" media tour, which brought national attention to the region's winter offerings. Journalists experienced backcountry skiing at Shames Mountain, among other activities, showcasing the area's appeal to adventure seekers .



Recognition in The Globe and Mail

Terrace gained national recognition by being featured as one of the 50 Canada's most livable cities in [The Globe and Mail](#). This accolade underscored the city's quality of life and appeal to potential visitors .



Terrace Makes Rapid Moves on Most Livable Cities List

In the article, "These five Canadian communities made big leaps in this year's Most Livable Cities list", Terrace, British Columbia, jumped 107 spots to land among the top 50 cities in the ranking. The city's gains were driven by lower unemployment, which dropped from about 10% in 2023 to 7.2% in 2024, alongside persistent strengths in community and climate.

Paid Digital Advertising

In 2024, Tourism Terrace ran a mix of Facebook, Instagram, Google, and YouTube campaigns/ads to increase awareness and drive interest in local experiences.

- Facebook and Instagram campaigns reached over 687,000 people with 1.65 million impressions on a total budget of \$3,125. Strongest engagement came from posts tied to events and community pride, such as Riverboat Days and the Globe & Mail feature. Broader awareness ads, like Green Step Certified, generated high reach but less interaction.
- Google Ads performed well, especially niche campaigns like Fishing in Terrace, which had the highest clicks and lowest cost-per-click (\$0.08).
- YouTube videos-built brand awareness but showed lower direct engagement, with higher CPCs and no trackable conversions.
- Most traffic came from British Columbia and Alberta, showing strong visibility in core domestic markets.
- Overall, campaigns delivered strong value for investment. Community- and experience-driven content consistently outperformed general awareness messaging, highlighting the importance of timely and locally relevant creative.

Shop Local Passport Campaign (Nov. 1 to Dec. 19, 2024)

Tourism Terrace partnered again this year with the Terrace Downtown Improvement Area (TDIA) and local businesses on the Shop Local campaign. The campaign was designed to boost holiday shopping at local downtown businesses. Through a stamp-based system and prize incentives, the campaign encouraged residents and visitors to support local while creating visibility for participating businesses.



Highlights include:

- 60 businesses participated, including shops, salons, restaurants, and service providers
- Over 2,200 page views on the main campaign landing page, with visitors spending over one minute on average
- Paid social ads reached more than 64,000 people, with the top ad generating 31,800 impressions
- Email campaigns saw strong open and click-through rates during key promotional periods
- Businesses reported increased foot traffic, greater exposure, and strong community engagement throughout the campaign

Visitor Newsletter

Tourism Terrace sent several visitor-facing newsletters in 2024 to promote events, seasonal activities, and local experiences. These newsletters were distributed bi-weekly in the summer and monthly during the rest of the year. Open rates were consistent, ranging from 44 to 57%. Samples include:

- [June 17](#) – Open: 57.3%, Click: 7.1%, Bounces: 37, Unsubs: 4
- [July 4](#) – Open: 44.5%, Click: 5.0%, Bounces: 29, Unsubs: 2
- [July 25](#) – Open: 47.3%, Click: 6.8%, Bounces: 29, Unsubs: 1



**Riverboat Days: Terrace's biggest
summer celebration set for August 2-11**



Key Learnings: Destination Marketing – owned channels

- A consistent, strategic approach to content, especially with a mix of paid and organic posts, drove strong growth across all Tourism Terrace social media channels in 2024. Facebook delivered the highest reach and engagement, Instagram saw the strongest organic growth, and YouTube supported deeper storytelling through video. Going forward, expanding video content and continuing to highlight local experiences will be key to maintaining momentum and audience connection.
- VisitTerrace.com performance in 2024 showed strong engagement from referral and organic search traffic, while paid social had lower engagement, suggesting a need to refine targeting and creative. There's also an opportunity to better promote this new site as a resource for locals to support businesses and stay connected to events and activities in the area.
- Digital ads performed best in BC, Alberta, and Washington State. These insights suggest focusing 2025 campaign efforts on regional drive markets and cross-border visitors.
- The 2024 Visitor Guide performed best on ISSUU, with 6,478 impressions, 684 reads, and strong engagement from mobile users and international audiences. It also drove nearly 6,000 clicks to VisitTerrace.com. Short-form maps were mostly used for quick scans, while the trail map underperformed, suggesting room to improve layout or content. Overall, users preferred browsing online over downloading.
- Awareness of Terrace is still limited. Continued collaboration with Destination BC, NBCTA, and other partners is important to broaden appeal and reach new audiences.

Co-operative Marketing

In addition to conducting its own unique marketing activities, Tourism Terrace participates in several Co-operative Marketing initiatives endorsed by Destination BC each year to leverage funds and work collaboratively with neighbouring communities and specific sector groups.

Visit Northwest BC

In 2024, Tourism Terrace collaborated with Tourism Smithers, Tourism Prince Rupert, Kitimat Bound, the Regional District of Kitimat-Stikine, Nisga'a Tourism, and NBCTA as part of the Visit Northwest BC Cooperative Marketing program. Tourism Terrace's investment ensured that it was included in all marketing efforts for Northwest BC, including a summer and winter campaign that successfully utilized targeted digital marketing strategies.

Summer Campaign (April – August 2024)

The summer campaign used playful messaging to position the region as a place to truly get away — with lines like “North of Noise Pollution,” “North of Beaten Paths,” and “North of High-Traffic Trails.” The focus was on promoting uncrowded, nature-based experiences across Northwest BC.

VISIT NORTH WEST BC



Key Results:

- Total reach: 1.42 million impressions
- Google Ads: 252,270 impressions | 9,215 clicks
- Social Media (Meta): 776,910 impressions | 5,419 clicks
- Programmatic display ads: 386,096 impressions | 3,645 clicks

Winter Campaign (Oct 2024 – Jan 2025)

The winter campaign encouraged travellers to “*Step Beyond the Ordinary and into Epic Winter Adventures in NWBC.*” It highlighted the region’s deep snow, fewer crowds, affordable stays, and one-of-a-kind activities, set within welcoming, tight-knit communities.

VISIT NORTH WEST BC



Key Results:

- Total reach: 1.49 impressions
- Google Ads: 974,620 impressions | 18,127 clicks
- Social Media (Meta): 351,127 impressions | 3,340 clicks
- Programmatic display ads: 161,063 impressions | 1,142 clicks

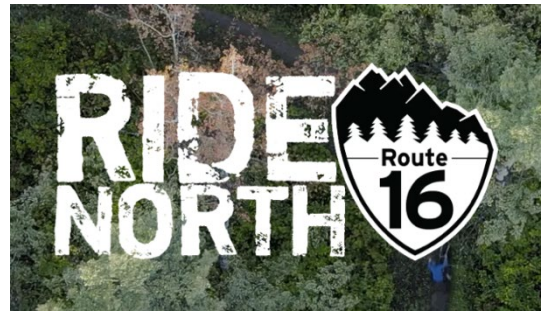
Overall, both campaigns delivered strong reach and engagement, helping raise awareness of Terrace and the broader Northwest BC region.

Mountain Bike BC

Tourism Terrace continued participating in the Mountain Bike BC initiative in 2024. This partnership focuses on promoting BC as a top destination for mountain bike enthusiasts, showcasing mountain bike communities and their offerings. Tourism Terrace contributed \$5,000 to the FY2024/25 Mountain Bike BC program. This combined with funds from other BC mountain bike communities and Destination BC, resulted in a total provincial and sub-regional project budget of \$442,284.

As part of Tourism Terrace’s investment, it participated in the Ride North digital campaign, which ran from May 16 to September 30, 2024. The campaign targeted BC, Alberta, Washington State, Ontario, and secondary markets of Oregon, California, and Quebec. It included paid social media advertising on Meta platforms and Pinterest.

The Ride North [campaign](#) delivered impressive reach and engagement:



- 1.8 million impressions
- 11,523 ad clicks
- 342 measurable conversions
- Terrace achieved the second-highest share of conversions at 15.5%, following Prince George at 17.5%
- Ride North is also included in Mountain Bike BC's year-round Google Search campaign - - [2024 Results](#)

Ride North [Landing Page](#) (April 1, 2024 – March 31, 2025):

- 12,381 page views
- 41,250 event interactions

Terrace-Specific [Webpage](#) (April 1, 2024 – March 31, 2025):

- 4,016 user interactions (+432% vs. 2023)
- 1,116 page views (+12.6% vs. 2023)

Mountain Bike BC also created [new video and photo assets](#) in 2024 showcasing Terrace. The new video will be released in conjunction with the 2025 advertising campaign.

BC Ale Trail

Tourism Terrace participated once again in the [BC Ale Trail](#) sector marketing partnership in 2024, to support the promotion of Sherwood Mountain Brewhouse, Terrace's first craft brewery. The Ale Trail promotes BC as a destination for craft beer enthusiasts, with self-guided itineraries and marketing campaigns showcasing breweries and nearby tourism offerings. Terrace is featured as part of the [Northwest BC Ale Trail](#), which also includes Kitimat, Prince Rupert, Smithers, Burns Lake, and Prince George.



Base Contribution Results – Investment \$1,300

- **Northwest BC Ale Trail Landing Page:** 760 views | 450 unique users | Average engagement: 56 seconds
- **Sherwood Mountain Brewhouse [Profile](#):** 189 views | 141 unique users
- **Mobile App Engagement:** In June 2024, the BC Ale Trail app migrated to a new provider, prompting 10,000 users to claim accounts in the updated version. Of note, 6,000 users have signed up for push notifications, a new tool used to promote events that BC breweries are holding and to advise users of special promotions, newsletters, etc.
 - July 1, 2024 – March 31, 2025:
 - 70 Sherwood Mountain Brewhouse check-ins
 - 6 app reward redemptions
 - 32 referral clicks to Sherwood Mountain Brewhouse website

Add-On Tactic Results - Investment \$2400, matched by DBC

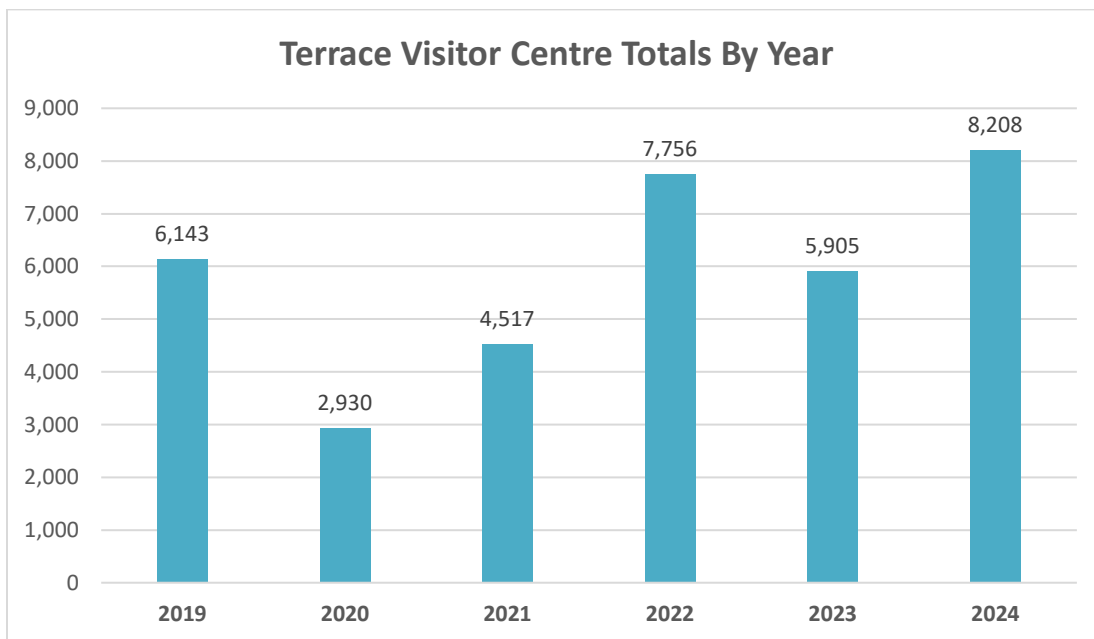
- **Influencer Campaign - collaboration with Prince George + Smithers**
 - Worked with content creator Tyler MacSemniuk on a winter ale trail experience to showcase Northwest BC. The budget included 7 photos per DMO (see Terrace's [pictures](#)) and a boosted campaign amplifying a series of three reels created by Tyler to audiences in BC, AB and WA. For a full wrap report see [here](#).
- **Northwest BC Ale Trail Print [Map](#):**
 - Sherwood Mountain Brewhouse and Kermodai Tourism Visitor Centre was included on the 2024/25 edition
 - 5,000 copies printed and distributed to participating DMOs and breweries to distribute to visitors

Visitor Experiences

In 2024, Tourism Terrace successfully submitted the annual renewal of the Visitor Services Agreement with Destination BC and received \$18,750. Further, Tourism Terrace received the Canada Summer Jobs Grant for six partially funded summer Visitor Centre positions in 2024.

Tourism Terrace participates in quarterly check-ins with the Visitor Centre Network and completed the annual Visitor Centre Survey and Reporting requirement for the Visitor Centre Network. Tourism Terrace also attended the Visitor Centre Network Conference in 2024.

Annual 2024 visitor numbers at the Terrace Visitor Information Centre saw a **39% increase** in total visitors (vs 2023).



Gear Rental

Tourism Terrace continued offering affordable gear rentals at the Visitor Centre, including bicycles and fishing rods and both saw increased use in 2024. Bikes were rented frequently and are now being upgraded due to wear.

With grant funding from NBCTA's Accessibility Enhancement Program, Tourism Terrace added a GRIT Freedom Chair, an all-terrain wheelchair, for rental in March 2024. It was rented six times, a strong start given its size and transport limitations, and was also used during a Spinal Cord BC peer event.



Artisan Gift Shop

Located within the Visitor Centre is a café and gift shop featuring over 40 local artisans, and signature Terrace wear. The collection of products attracts many guests to the Visitor Centre and creates a welcoming environment to share information about services and experiences available in the greater Terrace area. The Visitor Centre also hosted a selection of events, including outdoor vendor markets in summer 2024 and a Christmas Open House as part of the shop local campaign, which attracted over 100 people.



Meetings and Events

In 2024, Tourism Terrace provided **promotional** and **visitor services support** for key local events to encourage longer stays, support local businesses, and enrich the visitor experience. Event support remains a core part of Tourism Terrace's strategy to attract diverse audiences and strengthen community connections. The following are a few of the key events that Tourism Terrace supported in 2024:

- Skeena Valley Farmer's Market
- ValhallaFest
- Riverboat Days
- Shames Mountain events
- Junior All Natives Basketball Tournament (Canada's largest all-native basketball tournament)
- District 5040 Rotary Conference (over 200 participants)



Key Learnings: Visitor Services

- Bike rentals were popular in 2024, but transportation challenges limited accessibility. In 2025, we plan to station bikes at key trailheads and promote on-site rentals to make them easier to use.
- The GRIT Freedom Chair, introduced in March 2024, was rented several times and sparked strong interest. Based on early feedback, we added accessories such as a support strap to improve safety and usability.
- Local advocate Caleb Russo plans to use and promote the GRIT Freedom Chair in 2025, helping increase awareness and access for visitors with mobility challenges.
- The chair's availability has encouraged partners, like BC Parks, to make some local natural spaces more accessible.
- Tourism Terrace's support for community events shows the value a DMO can bring in boosting attendance and filling coordination and promotional gaps. All events supported in 2024 sold out, and Tourism Terrace's involvement was especially helpful where volunteer capacity was limited. For example, during Riverboat Days, we offered essential support to ensure the event ran smoothly despite limited volunteer availability.
- We plan to host more events at the Visitor Centre in 2025 as this creates a natural opportunity to share information about services and experience in Terrace.

Destination Management

Tourism Terrace's role continues to evolve beyond promotion to destination management. By focusing on sustainability, capacity building and community engagement, Tourism Terrace is creating conditions for positive experiences, ensuring that Terrace thrives for both residents and visitors.

Sustainability

Tourism Terrace applies a sustainability lens to all activities and operations, with a focus on building a more environmentally responsible and resilient tourism economy.

In 2024, a new [visitor code of conduct](#) and pledge was introduced to promote responsible travel. The pledge offers practical tips for visitors on how to respect the local community, protect the environment, and support local businesses, including guidance on fire safety, wildlife awareness, and environmental stewardship.



Tourism Terrace is GreenStep Sustainable Tourism Bronze certified and is actively working toward Silver certification. Sustainability efforts include visitor education, resource sharing, and local partnerships that support long-term community well-being and reduced environmental impact.

As part of this work, Tourism Terrace hosted the [Tourism for Tomorrow](#) workshop on September 26, 2024, bringing together local businesses and partners to share tools, strategies, and examples of sustainable tourism in action. Due to its success, we plan to offer the workshop again in 2025 with updated content.



Tourism for Tomorrow Workshop: Presenters from local Terrace businesses, shared practical insights on sustainable practices for tourism and daily operations.

Signage & Wayfinding

In 2024, Tourism Terrace secured a \$48,000 provincial REDIP grant for Phase 1 of the Terrace Destination Wayfinding Initiative, created in partnership with the City of Terrace and the Terrace Downtown Improvement Association. The goal is to draw visitors from the highway into the community and improve navigation to key attractions and amenities. Phase 1 included hiring a consultant, auditing existing signage, engaging the community through workshops, surveys, and a working committee, and developing a Wayfinding Strategy (completed December 2024). Tourism Terrace is now seeking grant funding for Phase 2, which will focus on installing the recommended signage. Please note that MRDT funds has not/will not be used for any infrastructure related costs as part of this project.



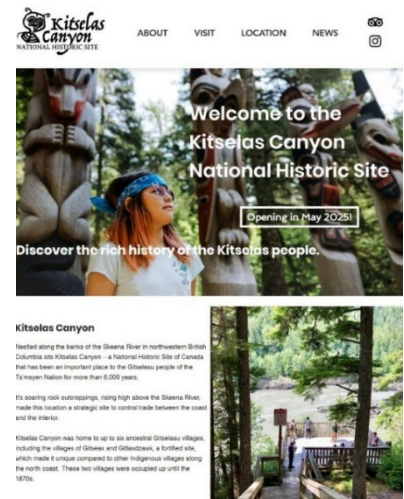
Digital Readiness: Hands-on Support

In 2024, Tourism Terrace 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. Tourism Terrace's support was key in guiding Shames Mountain through the grant application process.

Tourism Terrace also continued to assist with new website development and technical guidance, helping local organizations improve their online presence, increase sales, and better connect with visitors. This included launching the first-ever website for Kitselas Canyon National Historic Site. The operator reported a noticeable increase in attendance within the first week, with guests stating they discovered the website online.

New websites launched for:

- [Skeena Valley Farmer's Market](#)
- [Kitselas Canyon](#)
- [Northwest Power Rentals](#)
- [Terradise Eco Tours](#)



- [Skeena Angling Guides Association](#)
- [Skeena Valley Snowmobile Association](#)
- [Evolve Studio](#)

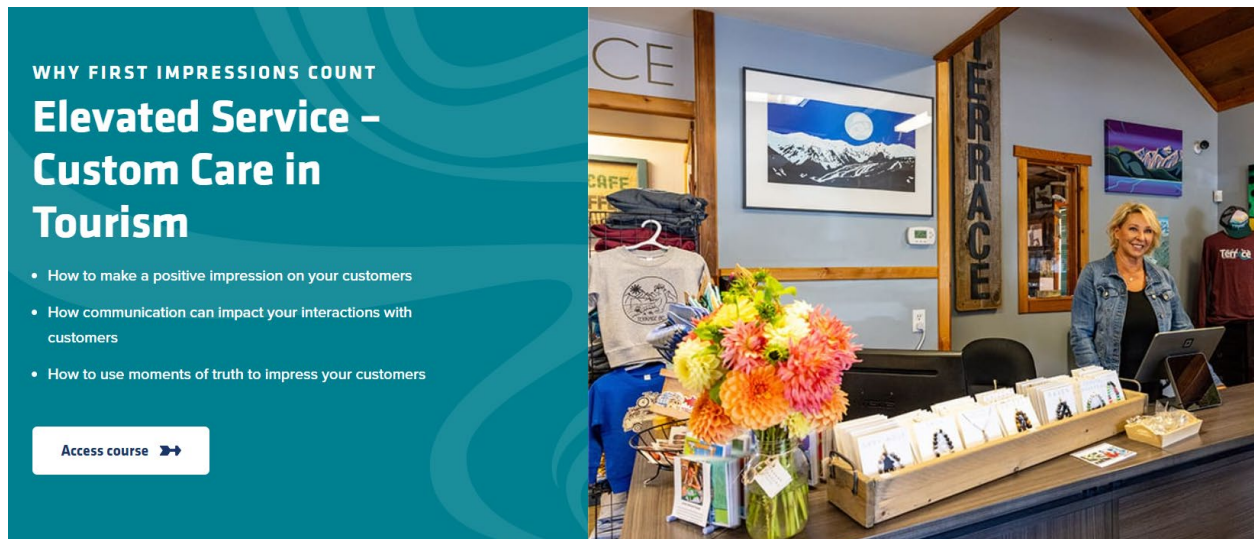
Ongoing website support:

- [Riverboat Days](#)
- [Shames Mountain](#)
- [Skeena Salmon Arts Fest](#)

Tourism Terrace Online Learning

Launched in 2023, the [Tourism Terrace Online Learning](#) platform is designed to strengthen local tourism knowledge and service. The first course, *Discover Terrace*, builds local pride, introduces key attractions, and helps connect tourism workers through shared knowledge. In 2024, a second course was added: *Elevated Service - Customer Care in Tourism*. This course is tailored for front-line staff and focuses on communication skills, first impressions, and creating positive visitor experiences.

Feedback has been positive to date, but promotion of the platform has been limited so far. With only one course initially, we chose to wait until the library expanded. A third course (Sustainability focused) is in development, and we plan to promote the full offering more broadly once it's launched.



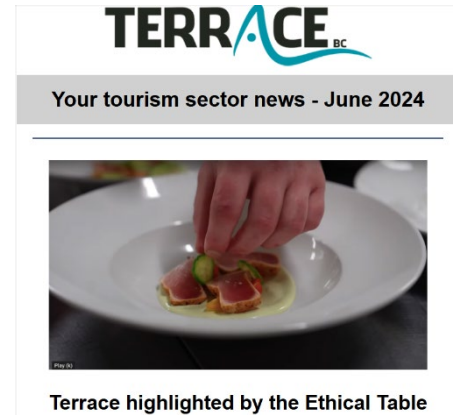
Local Partner Engagement

In 2024, Tourism Terrace actively supported and communicated with local tourism partners through a range of initiatives, including digital readiness programming, the *Tourism for Tomorrow* workshop, and visitor services. Staff maintained consistent engagement via email, phone, in-person meetings, the Visit Terrace website, and the industry-focused e-newsletter.

Output:

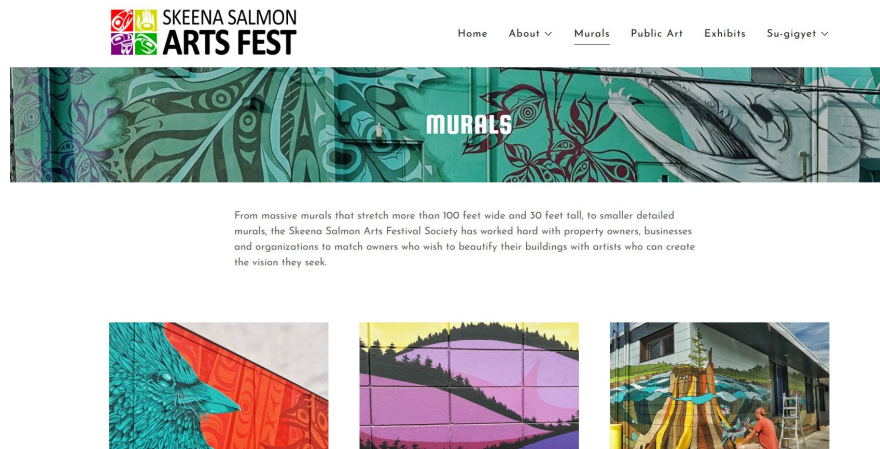
- Nine industry-focused newsletters/event invites sent
- Consistently high open rates, typically between 50–57%
- Best-performing edition: Tourism for Tomorrow workshop: 77.3% open rate, 22.7% click rate
- Sample: [Terrace's June Tourism Sector News Update](#)

A Hotel Marketing Grant program (up to \$2,500) was also launched, though no hotels accessed the funding in 2024. Follow-up conversations confirmed there is interest, and we plan to offer and promote the program again in 2025.



Tourism Terrace also maintains strong relations with Terrace's local government, meeting regularly with city staff and presenting yearly to mayor and council as part of the operating agreement. Further, Tourism Terrace's Executive Director, Liz Smaha is the Vice Chair of the Terrace Downtown Improvement Association (TDIA) and is involved in a revitalization project to provide a vibrant, safe, accessible downtown core for residents and visitors. Liz is also a director on the Terrace and District Chamber of Commerce board.

Lastly, given the abundance of fishing, mountain biking, and art & cultural experiences in the Terrace area, Tourism Terrace is engaged and working together with local organizations such as the Skeena Angling Guides Association, Skeena Salmon Arts Fest, and Terrace Off-Road Cycling Association. One example is Tourism Terrace's partnership with the Skeena Salmon Arts Fest to enhance the downtown art experience. Together, we supported the creation of a self-guided art walk, added QR codes to murals, and launched a dedicated [website](#) that shares artist stories, helping visitors connect with the local culture.



Provincial Industry Engagement

Throughout 2024, Tourism Terrace participated in a variety of industry meetings and presentations to stay up-to-date and be able to share important information with Tourism Terrace partners.

For example:

- Tourism Industry Association of BC – attended Tourism Industry Conference
- Destination BC – attend regularly scheduled meetings
- Northern BC Tourism Association – attend regularly scheduled industry meetings
- Northwest DDS Advisory Committee – attend regularly scheduled meetings

- BCDMOA – attend regularly scheduled meetings
- Visitor Centre Network– participated in quarterly check-ins and attended the annual Network Conference
- IMPACT – attended 2024 conference in Victoria, BC
- Member of Destinations International – attended regularly scheduled calls and learning opportunities

Key Learnings: Destination Management

- Sustainability and accessibility have become central considerations in Tourism Terrace’s organizational efforts. We actively advocate for these principles on various boards we serve on, especially when applying for grant funding to ensure accessibility and environmental considerations are given priority.
- Effective collaboration with local partners, including the City and TDIA, has been key for advancing projects forward, such as the wayfinding initiative. Terrace cannot simply promote the destination without also working with partners to address safety, accessibility and vibrancy.
- Locally focused training can foster pride, boosts professionalism, and makes Terrace a more welcoming destination. We will continue to expand and promote the new online tourism training platform.

Organizational Excellence

Finances

In 2024, Tourism Terrace was successful in securing grant funding from REDIP (\$48,000), Canada Summer Jobs (\$19,261), and Destination BC Visitor Services (\$18,750). Additionally, Tourism Terrace presented to Mayor and Council and secured a municipal contribution of \$132,600 for 2024.

Tourism Terrace began preparing the MRDT renewal application in 2024 and submitted it to Destination BC in February 2025. We are now awaiting approval from the Provincial Government for another five-year term. MRDT is a key revenue source, making up 55% of Tourism Terrace’s total budget. The renewal process involved partner consultation as well as an update to the [5-Year Tourism Strategy](#).

Governance

The Tourism Terrace board is made up of nine directors, representing a broad cross section of the tourism industry, including the City of Terrace, Regional District of Kitimat-Stikine, Terrace and District Chamber of Commerce, Terrace Business Resource Centre, accommodation sector and strategically selected sectors of the local tourism industry. The board meets 10 times per year.

Staffing

In 2024, Tourism Terrace employed one full-time Executive Director, two part-time visitor centre councillors/DMO support, one full-time visitor centre manager, and a part-time bookkeeper. Further, we have contracted assistance for web, social media, communications, MRDT, photography/videography and a grant specialist.

Key Learnings: Governance & Finance

- Diversifying funding through grants has been key to moving new projects forward. In 2025 and beyond, a priority will be sourcing funding for Phase 2 of the signage implementation. We will continue to apply to relevant programs to support this and other initiatives.
- Preparing for the 2025 MRDT renewal was a key focus in 2024. This included beginning work on the application and conducting broad engagement with partners to ensure strong local support and alignment.

2. Effective local-level stakeholder support and inter-community collaboration

Designated recipients are responsible for engaging with key stakeholders, establishing local-level support, and seeking out efficiencies through collaborative activities to inform appropriate decision-making regarding investments.

Extent of Local-level Stakeholder Engagement

Local-level stakeholder engagement continued to be a key priority for Tourism Terrace in 2024. See Destination Management section above for information on Tourism Terrace's industry and local government engagement.

Stakeholder Satisfaction

Only for designated recipients collecting 3% tax:

n/a

Community Collaboration

Only for designated recipients collecting 3% tax:

n/a

3. Marketing Efforts Are Coordinated and complementary to provincial marketing strategies and tactics:

Designated recipients are responsible for ensuring their marketing efforts complement and do not duplicate those of Destination British Columbia to avoid overlap at the community level and dilution of BC's marketing message in key domestic and international markets.

- Participates in Destination BC's cooperative marketing programs with Mountain Biking BC, BC Ale Trail, and Northwest BC.
- Works closely with Northern BC Tourism Association on cooperative marketing (i.e., Northwest BC), Travel Trade, Travel Media Relations, and Destination Development activities.
- Attends regular TIABC and BCDMOA meetings.
- Attends regularly scheduled Destination BC industry meetings, reads DBC and TIABC communications and shares resources (i.e. emergency preparedness messaging) with tourism partners in Terrace.

Coordinated with Destination British Columbia on Travel Media and Travel Trade Activities

Only for designated recipients collecting 3% tax:

n/a

4. Fiscal prudence and accountability

All designated recipients must be accountable, transparent, and make fiscally prudent investments in community tourism marketing.

Effective Financial Management

See Appendix 2.1

Streamlined Administrative Costs

Marketing -\$365,478.98

Destination and Industry Development - \$80,640.49

Visitor Services - \$207,133.53

Meetings, Conventions, Events and Sport – \$47,163.94

Administration - \$114,684.68

Other: \$31,363.70

TOTAL: \$846,465.32

With administrative costs making up only **13.55%** of the total budget in 2024, this demonstrates our commitment to streamlined and efficient administration.

Leveraging of Other Marketing Funds

Tourism Terrace invested **\$20,700** to be part of **\$917,373** worth of cooperative marketing programs in 2024.

Project	Tourism Terrace Marketing Investment	Total Project Cost
Mountain Bike BC	\$5,000	\$442,284 (provincial and sub-regional budget)
BC Ale Trail	\$3,700	\$404,101 (provincial and sub-regional budget)
Visit Northwest BC	\$12,000	\$70,988

Note: Tourism Terrace also invested in Route 16 in 2024 ; however, their campaign has been moved to 2025, and results will be reported in next year's annual report.

By signing this form, you certify the accuracy and completeness of the information provided above.

Designated Recipient's Authorized Signing Authority Name	Designated Recipient's Authorized Signing Authority Title
Date	Designated Recipient's Authorized Signing Authority Signature