



GET GOOD NATURED.

highlights
20
25

2025 MARKETING HIGHLIGHTS

tourism smithers

photo: Tourism Smithers / Shannon Rue

tourism smithers

2025 marketing highlights

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GET GOOD NATURED.

tourism smithers

meet the team

MARKETING TEAM

Gladys Atrill *Executive Director*
Sandra Smith • Jake Daly

VOLUNTEER BOARD OF DIRECTORS

Al McCreary • *Prestige Hudson Bay Lodge* • *President/Chair*

Blaine Estby • *Smithers Brewing Co.* • *Vice-president*

Kira Westby • *BV Museum* • *Secretary/Treasurer*

Wendy Perry • *Director at large*

Colin Bateman • *Aspen Inn*

Ben Heemskerk • *Recreation Sites and Trails BC*

Moe Kafer • *Director at large*

Lex Rei-Jones • *Hudson Bay Mountain Resort*

Sheena Miller • *Smithers District Chamber of Commerce*

Daniela Bork • *Prestige Hudson Bay Lodge*

Trevor Doerkson • *B&T Rides, & Bulkley Valley Hive & Honey*



MRDT: visitor-paid funding for tourism

WHAT IS MRDT & WHERE DOES IT COME FROM

- **originally called the “hotel room tax”**, now called the Municipal & Regional District Tax (MRDT), **it’s a visitor-paid hotel tax (up to 3%)** added to most short-term accommodations in designated areas across BC. MRDT funding comes from visitors, not locals.

WHAT IT’S FOR

- **dedicated tourism marketing**, attracting visitors who support local businesses year-round.

MRDT revenue for Smithers @ 3%

2023

\$373,000

2024

\$365,000

**Revenue varies year to year based on visitation*

WHY THIS FUND EXISTS

- **This tourism marketing fund didn’t come to Smithers by accident.**

Thanks to the vision and advocacy of local leaders who later formed the Tourism Smithers Society, we sat at the provincial table as one of the original eight BC communities. Our Board Chair, Al McCreary, was key in helping to shape and pioneer BCs hotel room tax (now MRDT), ultimately bringing it to our community in 1993.

2025 recap

partnerships

Relationships that move us forward

- **Destination BC**
- **Tourism Industry Association of BC (TIABC)**
- **Northern BC Tourism**



target markets

- **Northern BC** • **BC and Alberta**
- **Canada** • **US Pacific Northwest**



2025 recap

consumer shows & sponsored events

- **Vancouver Outdoor Show:**
exhibitor, 16K attendance
- **Abbotsford RV Show:**
exhibitor, 7.5K attendance
- **Calgary Outdoor Show:**
exhibitor, 13.5K attendance
- **BC Tourism Conference** Silver Sponsor
- **Northern BC Tourism Summit**
Sponsor & Presenter
- **Smithers District Chamber of Commerce Gala**
Tourism Excellence Award, Annual Business & Excellence Awards, VIBE program

Budget: \$21,000



2025 recap

advertising: print

- Vancouver Magazine
- BC Business
- Western Living
- TV Week (BC)
- Milepost
- BC Guide to Arts & Culture
- Go Camping BC
- BC Ale Trail
- Northword
- Terrace Standard
- BV Exhibition Back Cover

Budget: \$20,000



2025 recap

advertising: radio, web, e-news banners

- **Google Search**
- **VISTA Radio:** The River, The Goat, Country FM, Moose FM
- **Great Getaways Digital Ads** (partnership with Town of Smithers)
 - Vancouver Magazine
 - BC Business
 - Western Living
 - TV Week
- **BC Guide to Arts & Culture**
- **Go Camping BC**
- **Black Press**
- **YYD Airport Screens**

Budget: \$51,000

The image displays a collection of six advertising banners for Smithers British Columbia. The top row consists of two large banners. The left one is titled "PACK YOUR BAGS. Come for the adventure, stay for the lifestyle." and features a scenic view of a valley with mountains in the background. The right one is titled "PACK YOUR PARKA. come for the powder, stay for the lifestyle." and shows a person in winter gear carrying skis. Both banners include the "smithers british columbia" logo and the slogan "GET GOOD NATURED in the NORTH".

The middle row contains two smaller banners. The left one shows a cow in a field with the aurora borealis in the background, with the text "GET GOOD NATURED in the NORTH." and a "FIND OUT NOW" button. The right one shows a group of people in winter gear, with the text "30% OFF LIFT TICKETS HOTEL \$110 FROM" and a "LET'S GO" button.

The bottom row features two more banners. The left one is titled "PACK YOUR BAGS. Come for the adventure, stay for the lifestyle." and shows a collage of outdoor activities. The right one is titled "PACK YOUR PARKA. come for the powder, stay for the lifestyle." and shows a collage of winter sports. Both include the "smithers british columbia" logo and the slogan "GET GOOD NATURED in the NORTH".

2025 recap

business support: smithers silver dollars

Winter gift-card program to help Main Street thrive through the slower season.

- **3rd season “Smithers Silver Dollars”**
- **30 participating shops and restaurants**
- **Printed materials, social media campaigns & contests**
- **Partnered w/ Town of Smithers: \$1,000 giveaway**
- **~\$15,000+ injected into downtown** through redeemed gift cards + marketing
- **Extended six-month season** (Nov–Apr 30)

Budget: \$7,000



a gift that fits everyone

Support local and give a gift with choice! Silver Dollars are accepted at over 29 shops and restaurants in downtown Smithers.



2025 recap

business support: shop smithers

- **3rd season “Shop Smithers” campaign**
- **16+ Downtown Businesses featured** with dedicated video & social media campaigns plus contests released collaboratively
- **Photo/video assets** now available for reuse
- **#ShopSmithers traffic directed to website** showcasing downtown Main Street
- **Winter 2025 Stats:** 140,000+ views, 10,000+ interactions, significant audience growth for collaborators and Tourism Smithers

Budget: \$10,000



2025 recap

community support: non-profit organizations

Tourism Smithers provided financial, marketing and sponsorship support to key non-profit organizations that help shape the vibrancy and identity of our valley, including:

- **Bulkley Backcountry Ski Society**
- **Smithers Mountain Bike Association**
- **Smithers District Chamber of Commerce**
- **Smithers Pride Society**
- **BV Exhibition**

Budget: \$14,000

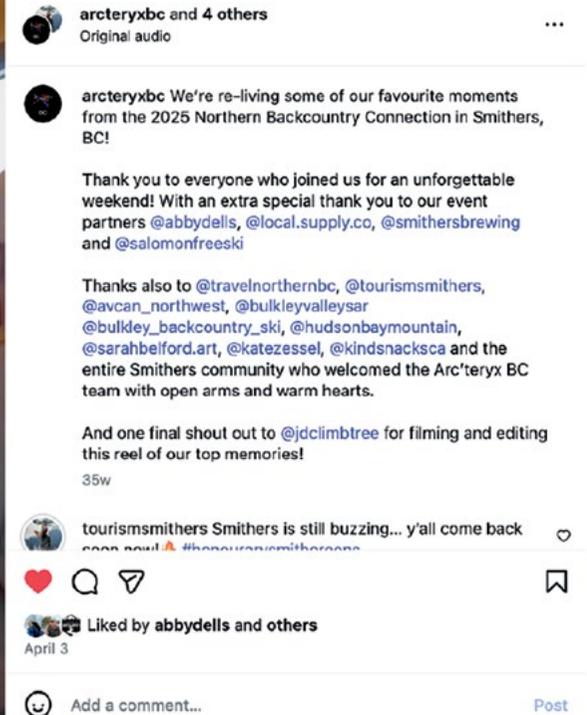


2025 recap

marketing campaign highlights

- **Arc'teryx Northern Backcountry Connection:** Collaboration with Arc'teryx BC and Northern BC Tourism on event promotion, video production, logistics, and contest hosting.
- **Self-Guided Walking Tours:** Historic Buildings, Murals, and First Nations Totems & Artifacts – Physical Maps, Webpage, Videos & Photo production.
- **The Northern Way:** Tourism Smithers-led media collaboration between BC Ferries, 7 northern communities, NBCT, and Outside Magazine-connected influencer.

Budget: \$20,000



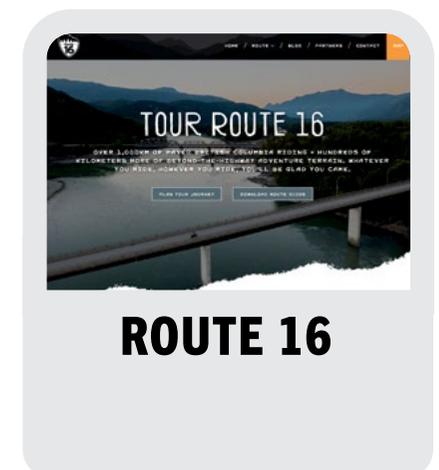
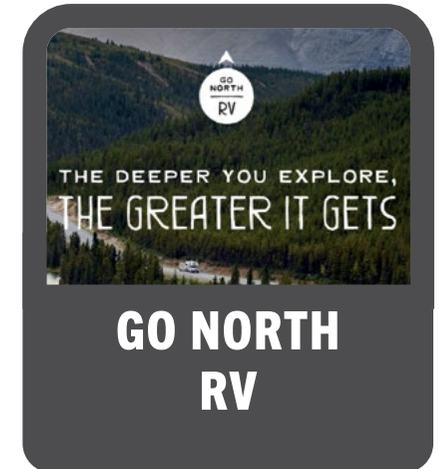
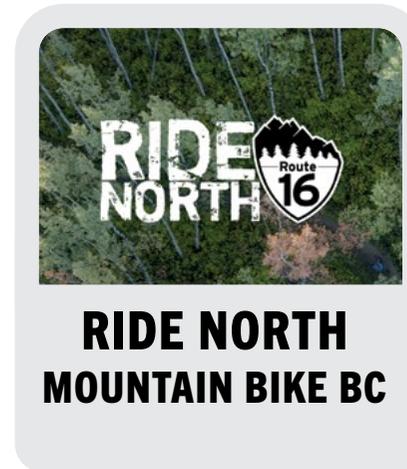
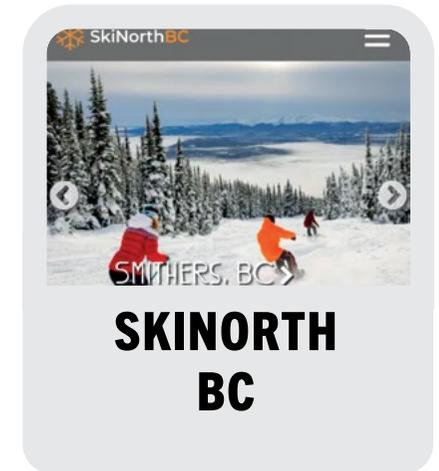
2025 recap

co-ops

We participate in seven BC co-ops to leverage collaboration with other Destination Marketing Organizations (DMOs) into creative campaigns, content creation, and earned media recognition, reaching our target audience far and wide.

- **Visit Northwest BC**
- **Ski North BC**
- **Ride North BC**
- **Go North RV**
- **BC Ale Trail**
- **Route 16**
- **Golf Northern BC**

Budget: \$30,000



2025 recap

social media marketing

- **Channels:** Instagram, Facebook, Youtube & TikTok (new)
- **Audience:** 12,269 Followers across channels, Up ~30% from 2024.
- **Content Published (2025 to date):** 1000+ Stories & 250+ Hard Posts
- **KPIs:** 1.18M Views, ~215K Accounts Reached, 12.7K Content Interactions
- **Recent Social Media Highlights:**
 - **Collaboration w/ European Influencer:** 31K+ Views
 - **BC Ale Trail collaborative post:** 22.5K Views
 - **VIA Rail w local photographer:** 16.5K+ Views

Budget: \$20,000

tourismsmithers :
 Tourism Smithers
 614 posts 6,828 followers 1,081 following
 Community Organization
 OFFICIAL TOURISM SMITHERS ACCOUNT 🏔️ A cool mountain town with a vibrant, playful community... wild spaces to roam &... more
 1411 Court Street, Smithers, British Columbia V0J 2N0

Events Promotions Things to do! Eat & Drink Bike Ski & Ride Shop

31.8K 22.5K 29.4K

Tourism Smithers is with VIA Rail Canada in Smithers B.C. Published by Instagram October 17. Want a travel experience that begins before you reach Smithers? Hop on bo... See more

Tourism Smithers is with mountainviewsadventures and mountainviewsadventures. Published by Instagram August 6. Are you wanting to see Smithers from a whole new perspective? Trade the p... See more

Tourism Smithers is with Bettzy and 22 others. Published by Jake Daly November 3. THE FLAVOURS ARE TRUE!... See more

Tourism Smithers. Published by Jane Daly June 27. Countdown to the TYHEE LAKE TRIATHLON ON WINDY SUNDAY, July 13 WHERE SMOOZY TALKS \$00 DONT MISS OUT! Registration for the triathlon... See more

Tourism Smithers is with visitbc.ca and 7 others in Smithers B.C. Published by Instagram March 21. Smithers Makes the List! Top Canadian Vacation Spot!... See more

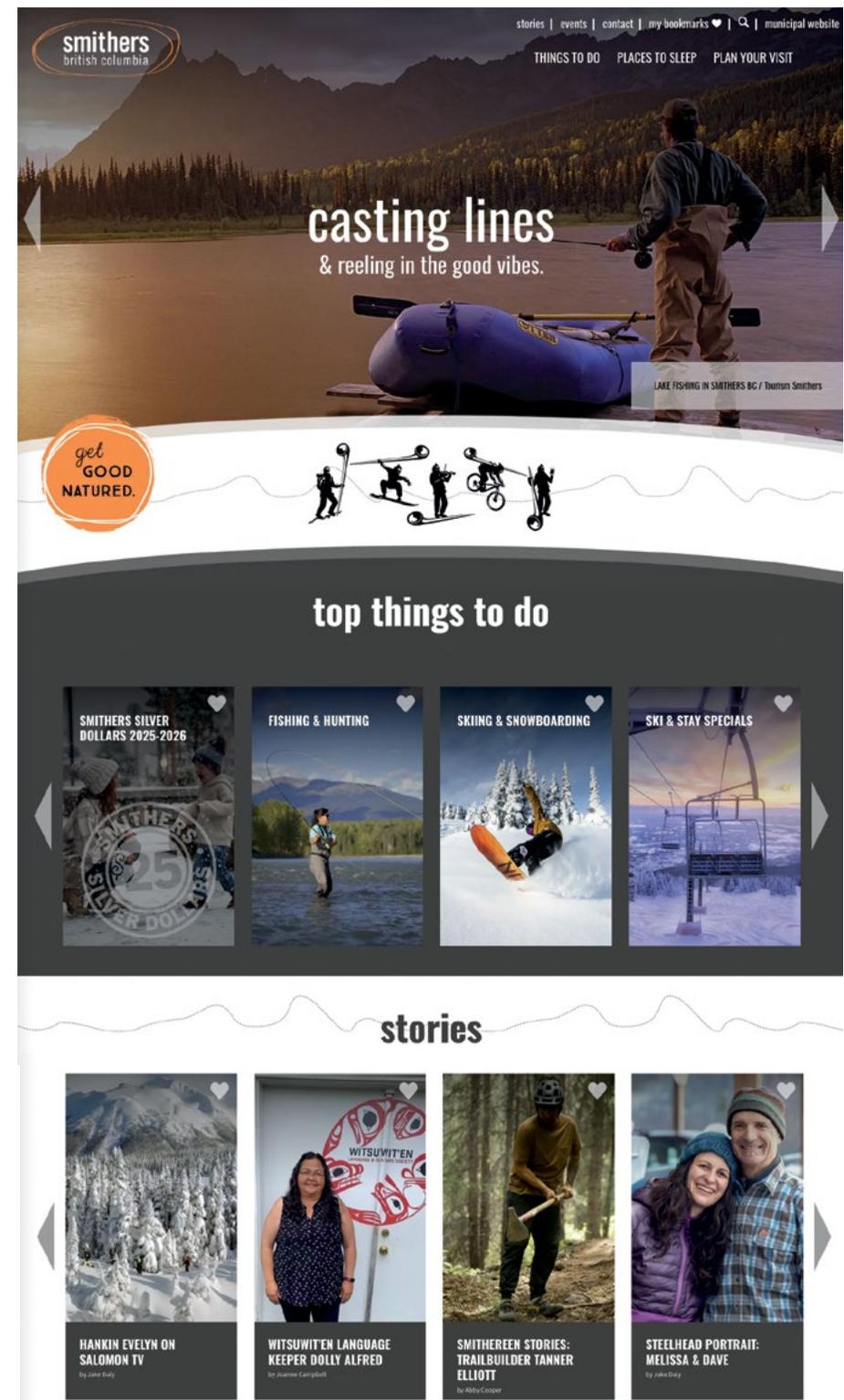
2025 recap

tourism smithers website

Large, database-driven site
with extensive cross-referencing

- **Ongoing site maintenance:**
 - 250+ Free Business Listings in Directory
 - 45+ individual pages (accommodations, things to do, travel planning, etc.)
 - 28+ Blog Stories showcasing Smithers
 - 15 featured events pages
- **79,000+** Website Views
- **37,000+** Active Users
- **Top Traffic Locations:** Canada (BC-Vancouver/ AB-Calgary), USA (California)
- **Top Traffic Sources:** Google/Organic (51%)
Direct Link (25%) Google/Paid-CPC (13%)

Budget: \$7,500



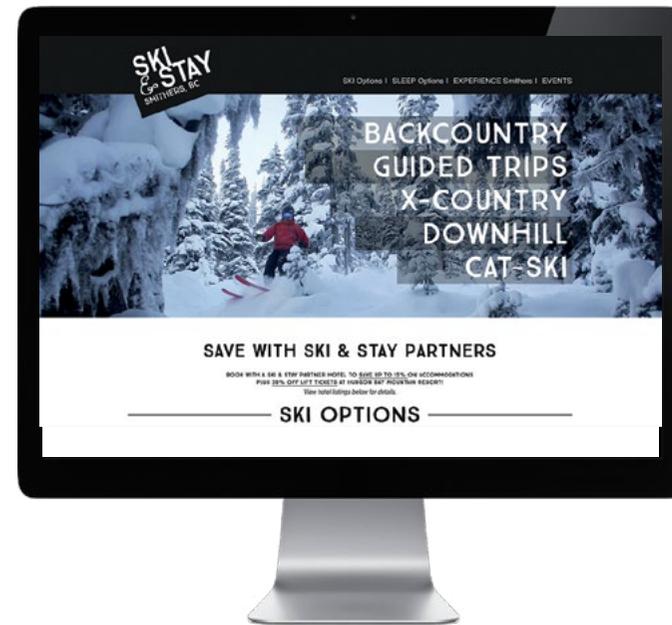
2025 recap

business support: ski & stay

Visitors who book with Ski and Stay partner hotels SAVE up to 15% on accommodations and get 30% off lift tickets at HBMR.

- **Spearheaded by Tourism Smithers** 20+ years ago to draw overnight Ski Visitors
- **Collaboration w/ Hotels + Rec partners**
- **Ski & Stay website:** Tourism maintains
- **Marketing includes:** Google ad campaigns, print ads, Bell Media digital ads, radio ads, social media ads, Ski NorthBC campaigns, Prince George billboard

Budget: \$10,000



2025 recap

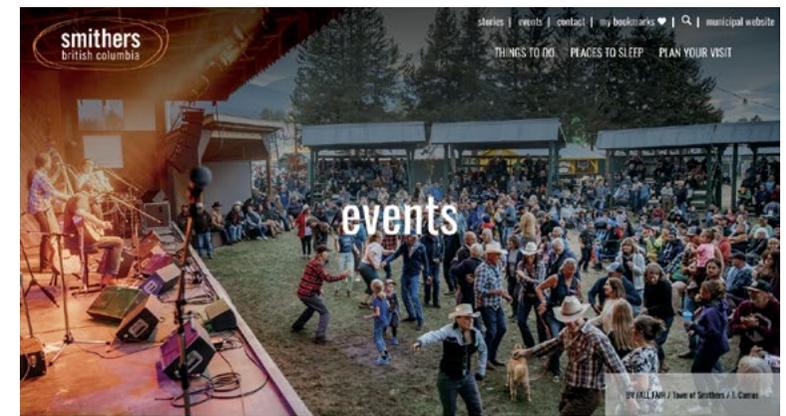
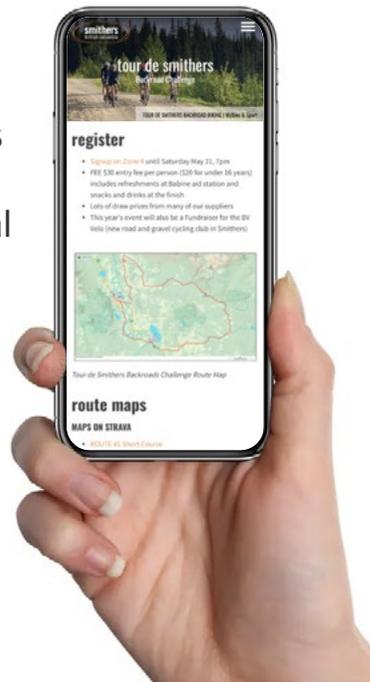
community support: local events

We support and promote key annual events that connect our community and attract visitors by providing:

- **Dedicated web pages**
- **Marketing and Advertising (print and online)**
- **Photo, Video and Marketing Assets**

Artisan Studio Tour, Bulkley Valley Exhibition & Fall Fair, BV Velo Cyclocross, Christmas on Main, Christmas Parade, Heavy Petal Enduro, Main Street Market, Midsummer Music Festival, Mother's Day Run, National Indigenous People's Day, Schnai Weekend at HBMR, Smithers Celebrity Golf Tournament, Smithers Pride Festival, Tatlow Fest, Telkwa BBQ, Tour de Smithers Backroads Challenge, Tyhee Lake Triathlon...

Budget: \$15,000



there's always something going on!

Below you will find a selection of our most popular events that happen each year. Keep scrolling to view a more comprehensive list of events in our area – feeding from SMITHERSEVENTS.COM – to see what's going on during your stay.

PLEASE CHECK DIRECTLY WITH EVENT OPERATORS

Check with each operator, event, or organization for accurate information on their event status and details.



annual events

THE STORY OF ALPINE .AL

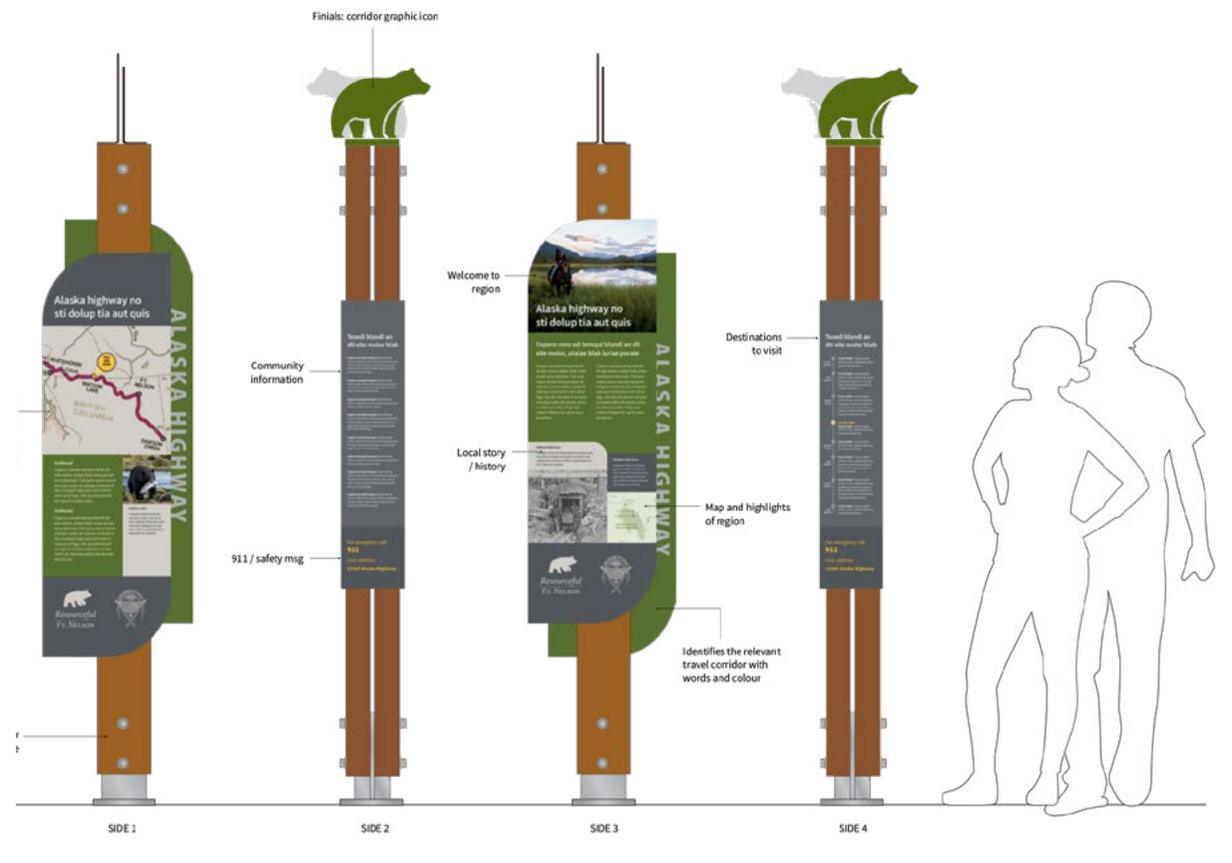


2025 recap

northern bc tourism: iconic destination signage

Tourism Smithers is helping NorthernBC Tourism integrate Smithers into the new regional signage project along the Great Northern Circle Route.

- **Hudson Bay Mountain among the 1st 13 featured sites**, alongside Alaska Hwy, Tumbler Ridge Geopark, Ancient Forest, Fort St. James, 'Ksan, the Bear & Salmon Glacier.
- **Working with Town of Smithers + Office of the Wet'suwet'en** assist with photos / facilitate approvals.
- **Installation planned for spring /** once signage receives OW approval, expected this winter.

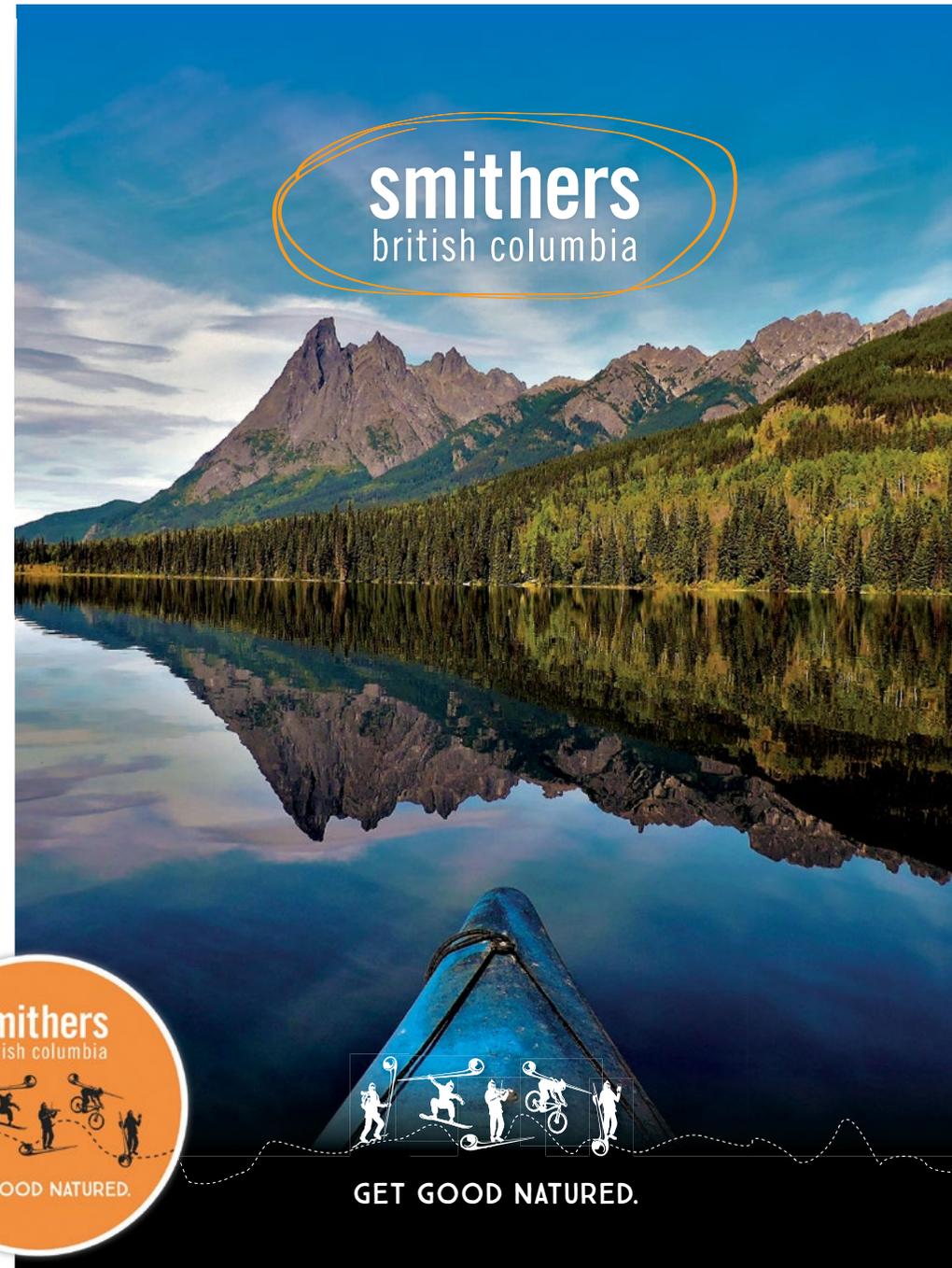


2025 recap

print materials

- **Visitor Guides:** 20,000 printed & distributed:
 - 130+ BC Visitor Centres
 - Vancouver & Calgary Outdoor Shows
 - Local hotels, B&Bs, airport
 - Direct mail-outs and partner distribution
 - Digital interactive PDF on website for easy viewing & sharing
- **Walking Tours Brochure & Map:** 1,500 copies
- **Event banners:** 2x double-sided fabric banners, 2x large foamcore poster boards
- **Prince George Ski & Stay Billboard**
- **SWAG / Stickers**

Budget: \$20,000
+ 2026 Visitor Guide costs



2025 recap

earned media highlights

- **Smithers Skatepark Grand Opening with Tony Hawk and Mark McMorris:** Marketing, planning and media support led to features in:
 - Snowboarder Magazine
 - TSN
 - CBC National
 - CTV
 - Transworld Skateboarding Magazine
 - Northword Magazine
- **Canadian Online Publishing Awards:** GOLD medal winner for Best Multicultural Feature, a collaboration with Snowseekers Media
- **Globe and Mail:** Smithers/Terrace ski feature
- **Narcity:** A “Top Canadian Vacation Spot”
- **World Atlas:** 1 of the “Most Neighborly Towns”

Sports | News

Tony Hawk, Mark McMorris help open skateboard park expansion in Smithers, B.C.

By [The Canadian Press](#)

Published: May 30, 2025 at 7:44AM EDT



Skateboarding legend Tony Hawk high-fives young fans during the grand opening of the expanded Smithers Skate Park in Smithers, B.C., in this Thursday, May 29, 2025 handout photo. (Erica Chan)

