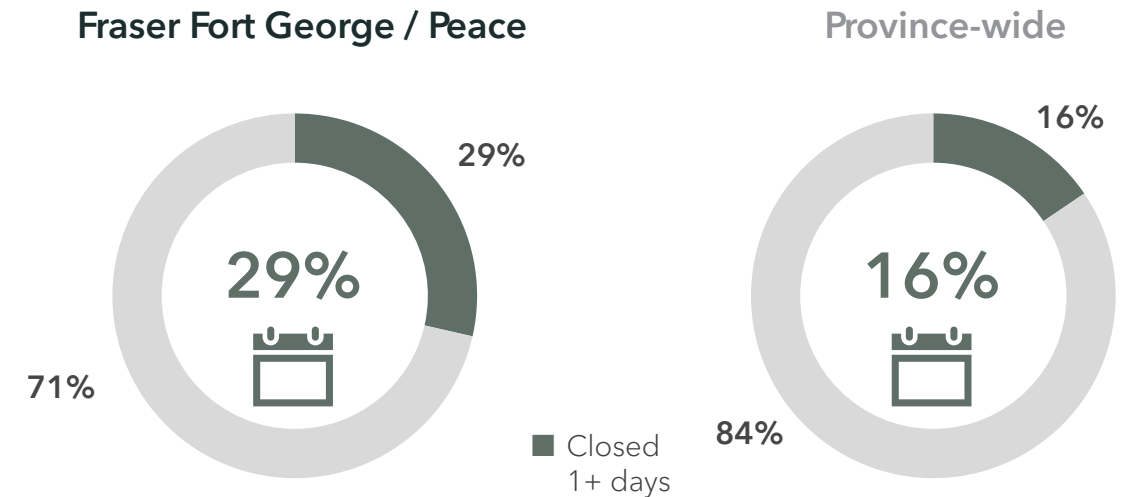


Tourism Climate Adaptation & Environmental Sustainability Survey: Snapshot Series

Highlights: Fraser Fort George / Peace Tourism Businesses

- In 2024, 29% of businesses closed for at least once day due to a natural hazard.
- 90% are concerned about the impact of climate change and 76% feel at least somewhat prepared to deal with an immediate natural hazard.
- 33% have completed a plan to reduce the risk of natural hazards.
- In the last two years, no businesses in the region were awarded a sustainability certification, and 33% had an environmental audit performed.
- In 2024, 60% made climate adaptation investments, and 67% invested in activities to make their operations more environmentally sustainable.

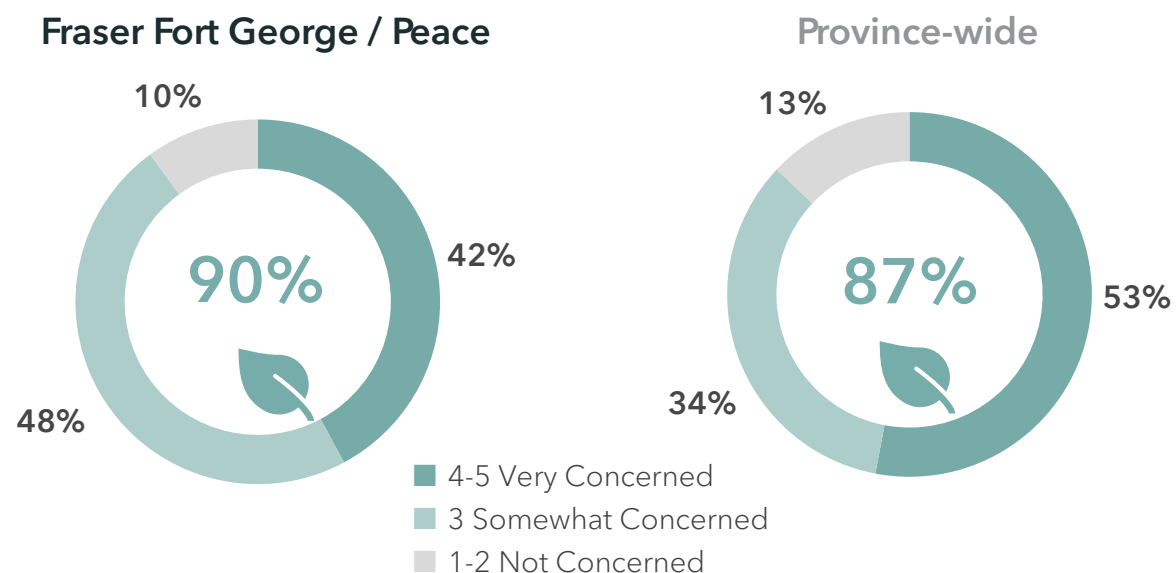
Closed due to Natural Hazard



Climate Change: Concern & Preparedness

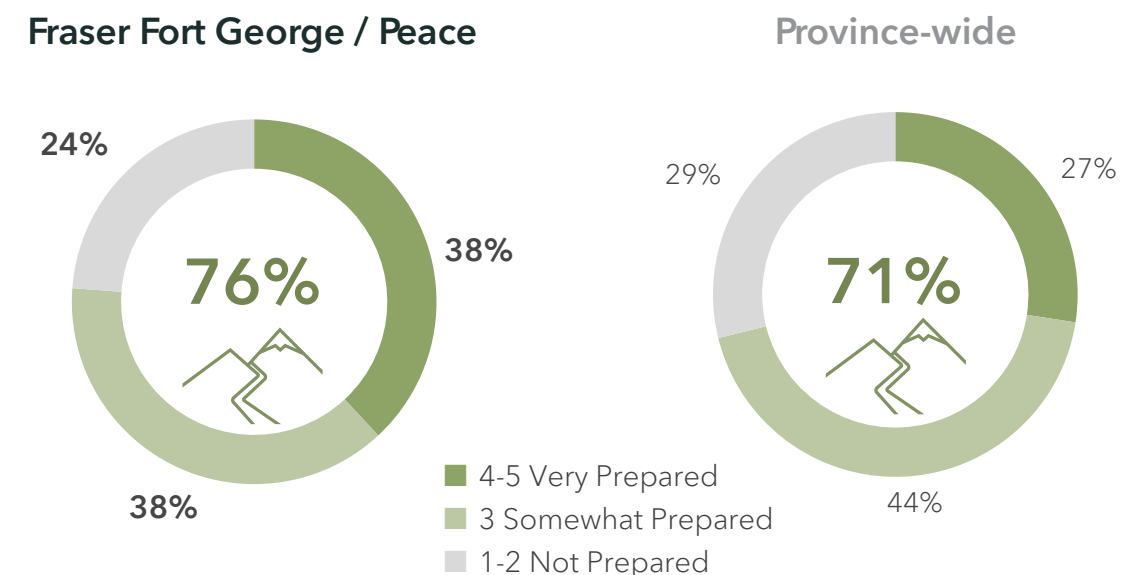
Concern About Impact of Climate Change

90% of businesses are concerned about the impact of climate change on their business, with 42% being very concerned.



Prepared for Immediate Natural Hazard

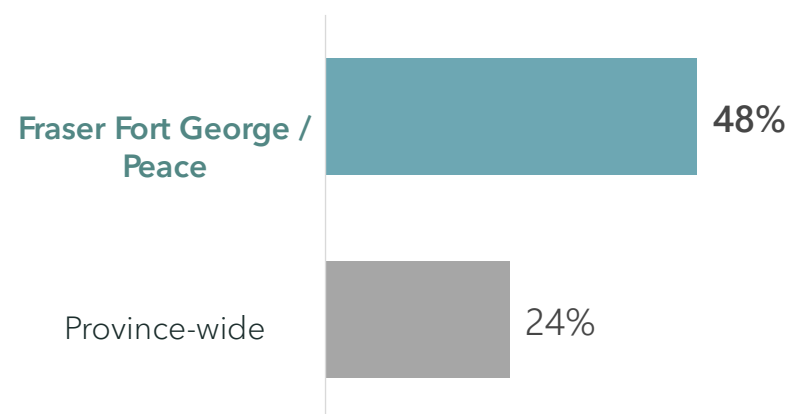
76% of businesses feel at least somewhat prepared to deal with an immediate natural hazard, with 38% feeling very prepared.



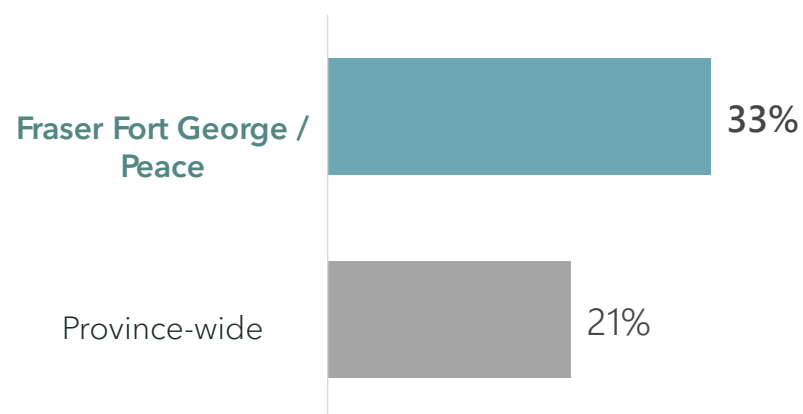
Tourism Climate Adaptation & Environmental Sustainability Survey: Snapshot Series

Have a Completed:

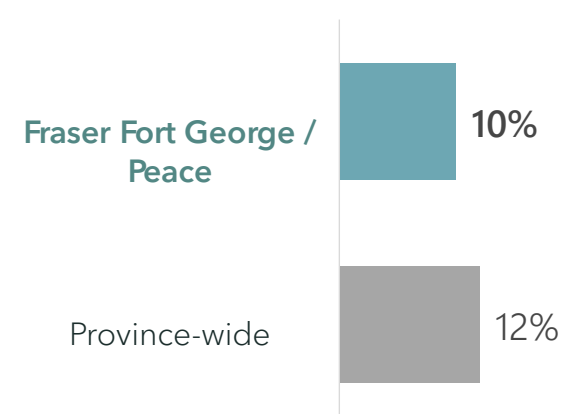
Emergency Plan



Plan to Prepare for / Reduce Risk of Natural Hazards



Plan to Prepare for / Reduce Risk of Longer-term Climate Change



Environmental Sustainability: Certifications & Audits

Awarded Sustainability Certification

Fraser Fort George / Peace



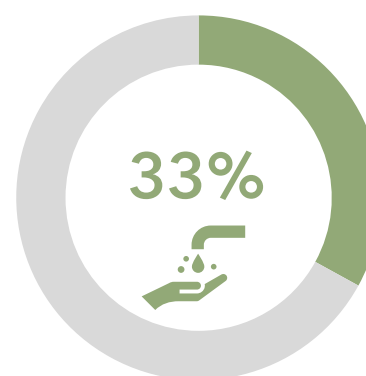
Province-wide



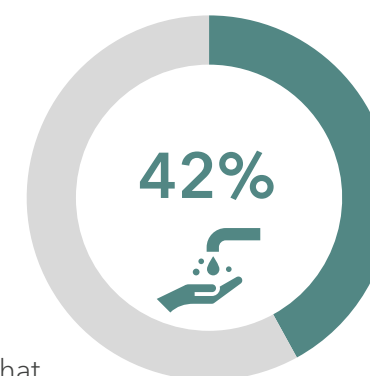
■/■ Businesses awarded a sustainability certification in the last two years

Environmental Audits

Fraser Fort George / Peace



Province-wide



■/■ Businesses that performed an environmental audit in the last two years

Tourism Climate Adaptation & Environmental Sustainability Survey: Snapshot Series

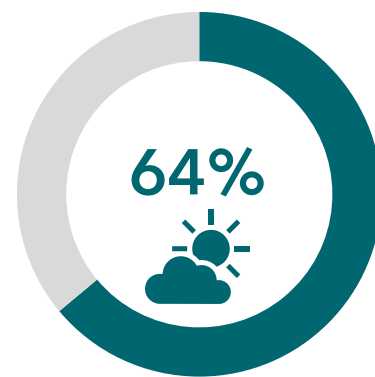
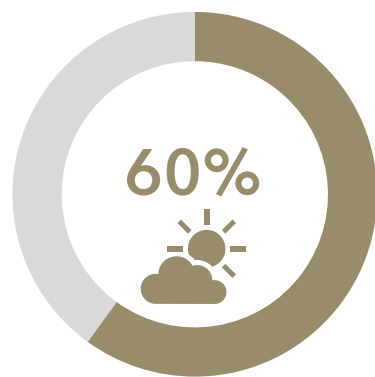
Investments: Climate Adaptation & Environmental Sustainability

Invested in Climate Adaptation in 2024

60% of businesses made investments to adapt to the impacts of climate change.

Fraser Fort George / Peace

Province-wide

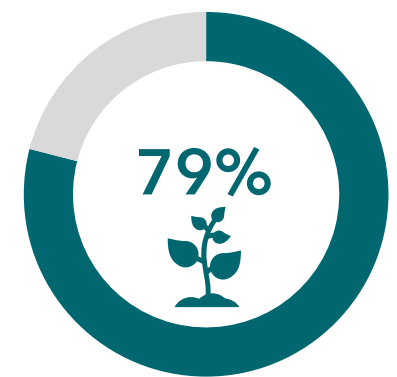
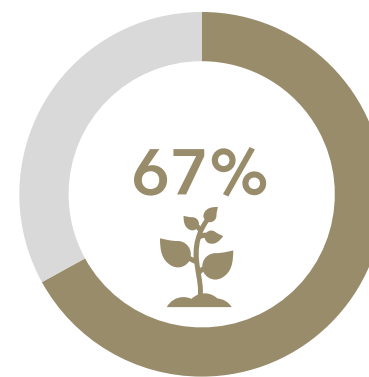


Invested in Environmental Sustainability in 2024

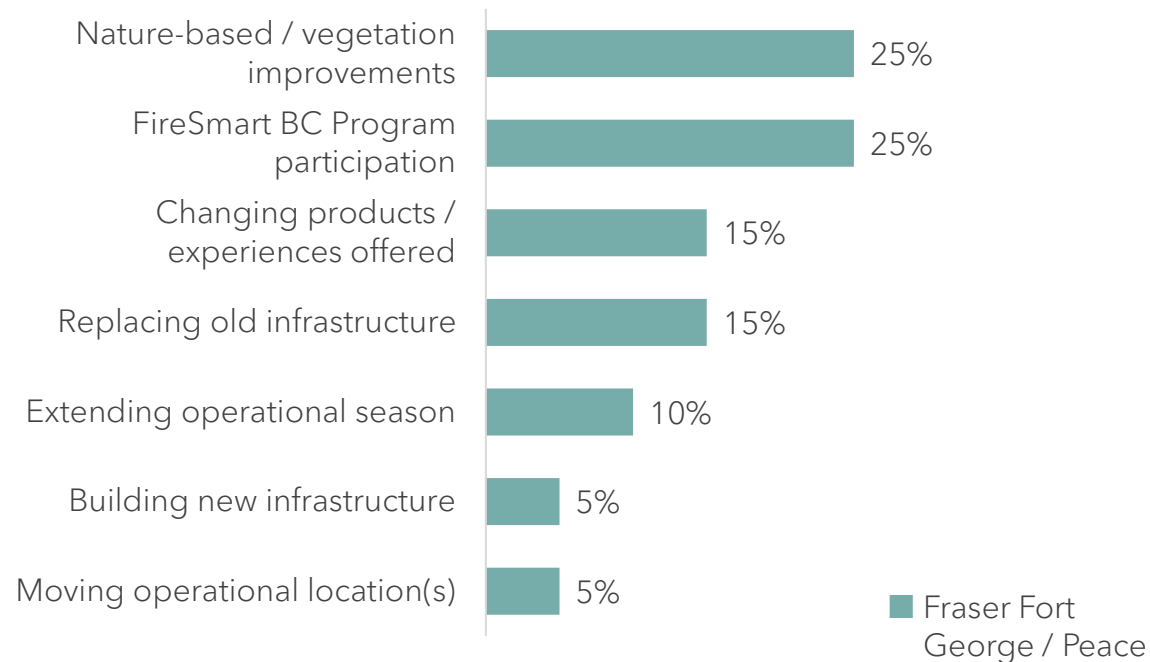
67% of businesses invested in activities to make their operations more environmentally sustainable.

Fraser Fort George / Peace

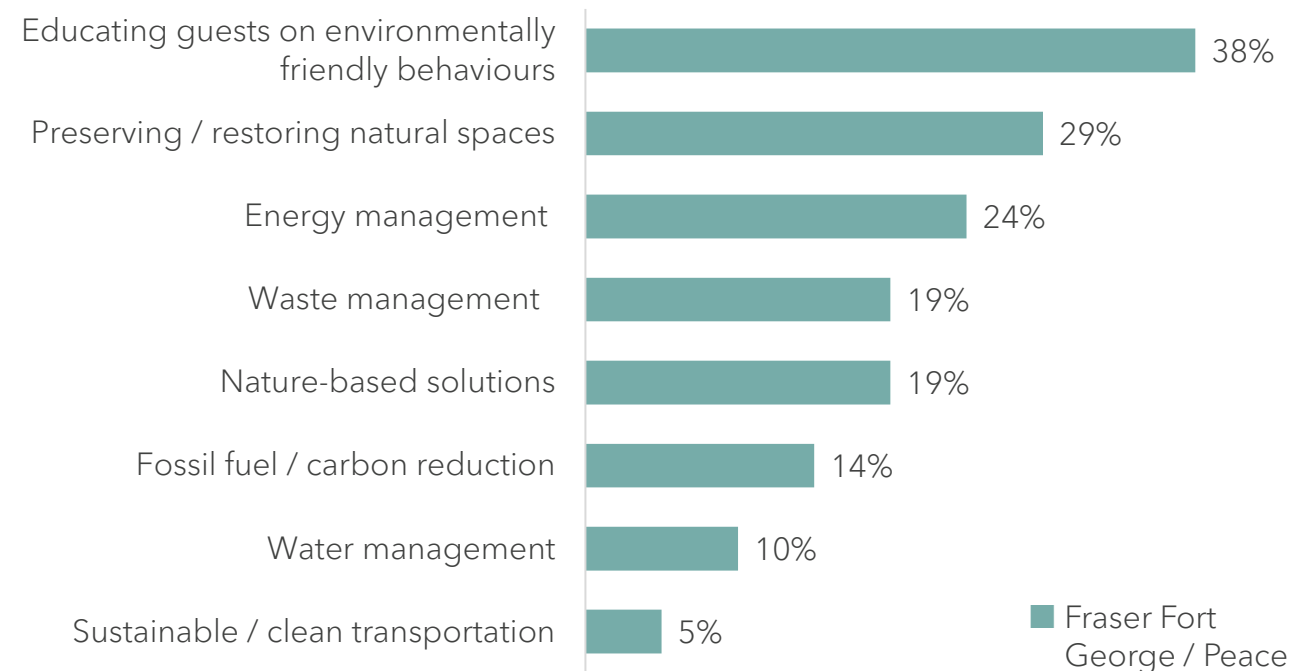
Province-wide



Type of Investments in Climate Adaptation



Type of Investments in Environmental Sustainability



Tourism Climate Adaptation & Environmental Sustainability Survey: Snapshot Series

About the Survey

The BC Tourism Climate Resiliency Initiative (BCTCRI) is a province wide project that is building a foundational program to support a resilient tourism sector that is prepared to adapt to climate change.

The purpose of this survey is to help inform climate adaptation and environmental sustainability program needs. Conducted among tourism businesses in February 2025, this survey gathered baseline data that will be used to inform and track improvements over time.

Number of completed surveys:

Fraser Fort George / Peace - 21

Province-wide - 572

Sentis Research assisted with the analysis and reporting of the results.

This report is based on a sample size of fewer than 50 respondents. While the findings offer useful insights, they should be interpreted with caution and are not necessarily representative of all tourism businesses in this category or area. The results are indicative only and should not be generalized beyond the sample group.

Participating Communities

Fraser Fort George / Peace
Chetwynd
Crescent Spur
Dawson Creek
Fort Nelson
Northern BC
Peace Region
Prince George
Tumbler Ridge

BCTCRI Partners

The BCTCRI and its representative projects are developed and delivered through collaboration between Destination BC and partner organizations—including the six Regional Destination Management Organizations (RDMOs), Indigenous Tourism BC, and the BC Ministry of Tourism, Arts, Culture and Sport—all working together to achieve the goals of the initiative.

