



The Corporation of the Village of McBride

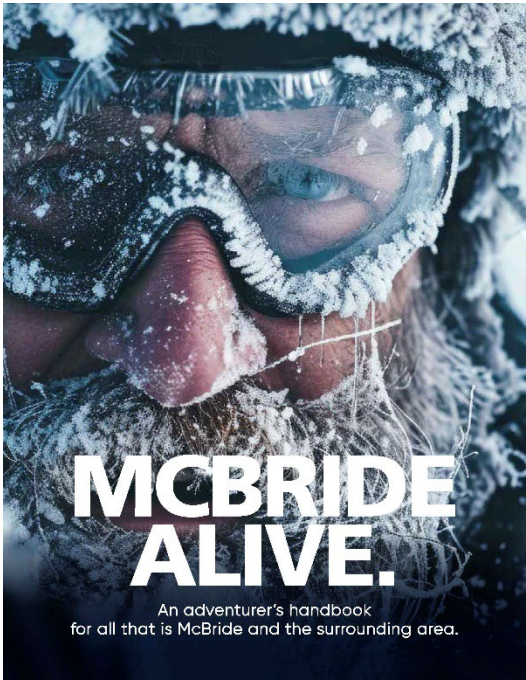
McBride Tourism



November 2025 - The Village of McBride is preparing to submit an application to Destination BC for five-year renewal of the 2% Municipal and Regional District Tax (hotel tax). The MRDT funds community marketing and promotion and tourism projects and programs that increase visitation to McBride. Let's celebrate some of our accomplishments to date:

Village of McBride 10-year Tourism Master Plan 2020 – Top Priority Action Items Completed	
Organizational Development	
✓	Established MRDT in McBride – 2021
✓	Established Tourism Committee of Council – 2021
✓	Hosted multi-stakeholder Tourism Forums – online in 2021 and in-person Summit in 2024
⇒	Hire a Tourism Coordinator – <i>in the works!</i> Council has committed to a new position at the municipality in 2026, once the MRDT is renewed. (50% each from MRDT and Village)
Destination Development	
✓	Delivered Foundational Customer Service Training to youth and adults – 2023
✓	Developed tourism-focused investment material and resources for prospective businesses – InvestRVR.ca website – 2024
⇒	Advocating to the province to keep resource roads open for use by tourists and residents – ongoing. Council met with Premier Eby and Minister Parmar in 2025 on this issue.
✓	Improved Community/Tourism Assets, including Bill Clarke Ball Diamond in 2023, new streetlights in 2023, Accessibility Improvements Project at the McBride Train Station (project underway)
✓	Secured grant funding for Community Tourism Wayfinding Signage Project in 2025
✓	Two new events in McBride. BC Drag-It Challenge & McBride Show and Shine/Family Day – 2025
Marketing and Promotion Development	
✓	Recreation and walking tour brochures designed, printed, and distributed in 2023
✓	Supported McBride Snowmobile Club to attend snow shows in Alberta/SK in 2023 and 2025
✓	New Visitor Website www.mcbridetourism.ca – launched in 2024
✓	New Tourism Brand and Campaign with digital outdoor guide – launched in 2024
✓	New Social Media Channels (Instagram, Facebook, YouTube) – launched in 2025
✓	McBride Alive Digital Media Campaign launched in 2025, including coordinated marketing with Northern BC Tourism and Destination BC
✓	Launch of <i>Playgrounds</i> promotional mountain biking video in 2025 and creation of tourism photography and videography library 2023-2025
✓	Media Tour of McBride in 2024 has netted articles in Canadian Geographic, World Atlas and more!
✓	McBride Digital Intercept Marketing – rail/highway traffic in 2025
✓	Marketing Collateral – rack cards and promotional stickers designed in 2025

Stay tuned for information from the Village regarding upcoming tourism stakeholder planning meetings to develop one- and five-year MRDT plans and budgets.



DESTINATIONS > CANADA

This Quiet Canadian Town Offers Riverfront Picnics, Scenic Swims, And Unforgettable Hikes

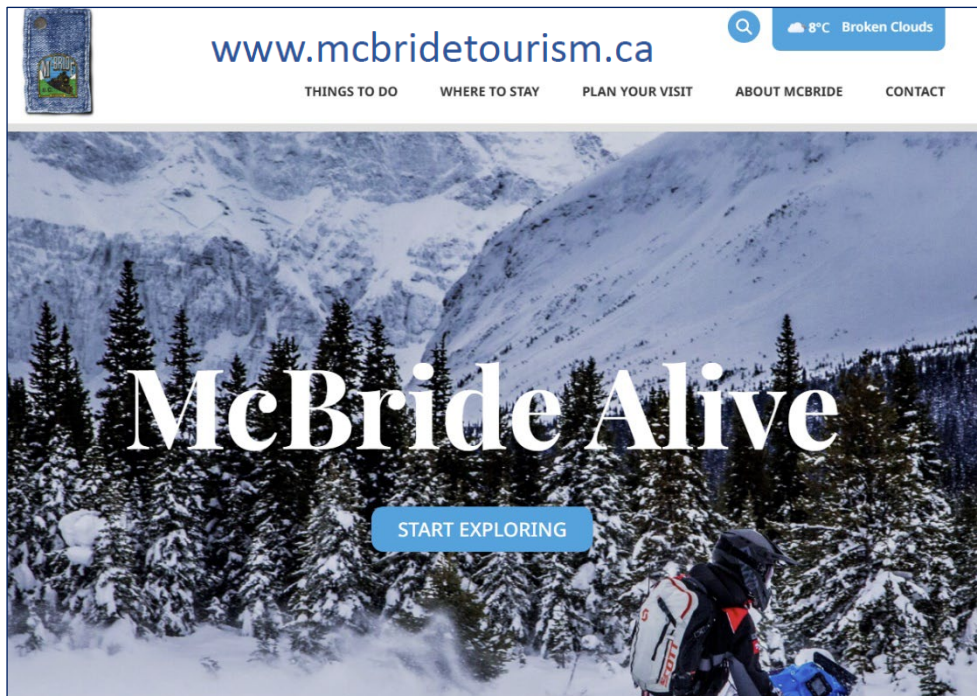
By Jade Poleon ~ June 30, 2025 12:00 pm EST

Earned Media

TRAVEL



A **visual journey** from Prince George to Mount Robson

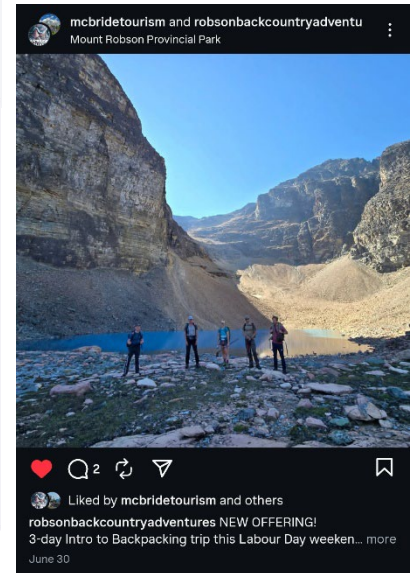
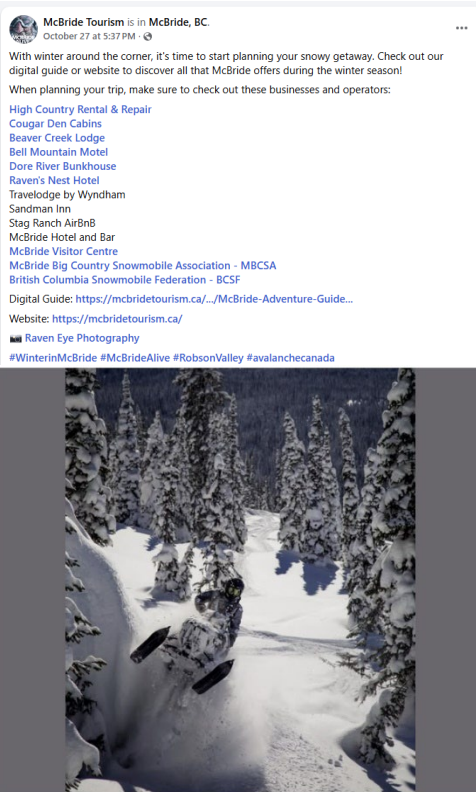


New Tourism Branding & Digital Guide



New

Socials



Improved Assets



New Visitor Website