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Kitimat Bound Delivers Strong Results Three Years into Resident and Business Attraction Initiative

KITIMAT, B.C. - March 18, 2026 - Over the past three years, the Kitimat Bound business and resident attraction initiative has exceeded its targets and expectations, generating strong national interest in Kitimat as an affordable and desirable place to live and work. The community is now seeing real results, with at least 25 new residents having moved to Kitimat since 2023, and over 400 prospective residents reaching out for more information about relocating. As this three-year marketing project moves into its final phase, project partners are excited to share the success and momentum it has created.

“Through website traffic, social media engagement, video views and direct inquiries, we are seeing strong and measurable interaction with the resources we’ve developed,” said Walsham Tenshak, Director of Economic Development, District of Kitimat. *“The interest we’re tracking represents real individuals who are considering relocation to Kitimat. At the same time, many more people explore our website and relocation tools independently without reaching out, and that impact extends beyond what can be captured in the numbers. But when someone does connect with us online, District staff respond directly by phone or email, answering their questions and helping them understand what a move could look like.”*

“This project has always been about strengthening Kitimat for the long term,” said Phil Germuth, Mayor of Kitimat. *“It’s not just about short-term marketing campaigns. It’s about building a stronger future for our community. Attracting even one new health professional can have a ripple effect that goes far beyond a single position. That person may move here with their partner and children, enrol their kids in local schools, and begin building a life here. When families choose to put down roots in Kitimat, the benefits are felt across our community, from local services and employers to neighbourhoods and schools.”*

Kitimat’s competitive wages and housing affordability continue to be key advantages for the community. As of 2024, Kitimat households reported a median income of \$111,500, and about 78% of residents own their own home (2022). In 2025, the average price of a detached home in Kitimat was \$426,082, lower than the average housing prices in Kitimat's neighbouring communities, and well below prices in Metro Vancouver and the Lower Mainland.

With major industrial development underway in the region and more than \$19.5 million announced in 2024 through the Northwest BC Resource Benefits Alliance (RBA) to support



infrastructure priorities in Kitimat, the community continues to see growing opportunities in sectors such as health care, education, and childcare. To support these opportunities, the District now offers up to [\\$20,000 in healthcare recruitment incentives](#), helping professionals build meaningful careers where they're needed most. Wages in Kitimat are also highly competitive, with the median household income currently 21% higher than the provincial average.

In addition to external promotion, the initiative has focused on ensuring local residents feel proud of how the community is portrayed in marketing efforts and that Kitimat is represented accurately. More than a dozen Kitimatians have been profiled and featured in various video productions and written stories over the years.

"There is a strong connection between how we position Kitimat for visitors and potential new residents and business owners," said Laurel D'Andrea, Executive Director, Kitimat Chamber of Commerce. *"Kitimat Bound helps ensure that those people considering a move have accessible, current information about what the community offers and the opportunities available once they arrive. In 2025 alone, 63 welcome kits were distributed to new residents choosing to call Kitimat home."*

"This initiative has established a lasting foundation of marketing assets, resources, and tools that the community and stakeholders can continue to use to support attraction and retention efforts for years to come," said Ms. Tenshak. *"That foundation has generated real momentum, and we are excited about the continued growth ahead."*

The Kitimat Bound business and resident attraction initiative was started in 2020 by the District of Kitimat and the Kitimat Chamber of Commerce. This three-year project (2023-2026) was funded by the Government of BC's Rural Economic Diversification and Infrastructure Program (REDIP) and Northern Development Initiative Trust's Northern Healthy Communities Fund.

For more information, to explore relocation resources, and to watch the full collection of resident attraction videos—including the latest It's Not For Everyone campaign—visit kitimatbound.ca and follow Kitimat Bound on [Instagram](#) and [YouTube](#).

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Backgrounder

Kitimat Bound aims to promote Kitimat as a top destination for prospective residents and businesses, to address workforce attraction challenges for local employers.

Activities under the three-year project fall into three general categories: strategic communications, marketing services, and content creation. These activities included market research, campaign strategy, creative concept development and production (including photography and film), distribution planning, media buying, public and stakeholder relations, website updates, social media management, measurement and reporting.

The total project budget of \$822,750 is made up of \$500,000 from the province, \$289,565 from NDIT and \$33,185 split between the District of Kitimat and Kitimat Chamber of Commerce.

Marketing & Advertising Campaigns

Since 2023, five targeted campaigns, with a sixth currently underway, have introduced Kitimat to audiences across Canada. Some campaigns have spotlighted in-demand professions such as healthcare workers, early childhood educators and teachers. Meanwhile, the most recent campaign cheekily leaned into Kitimat's realities with an authentic and refreshingly honest message: *Kitimat isn't for everyone—but for the rest of us, Kitimat says welcome home*. The seventh and final Kitimat Bound campaign for this 3-year project will launch in Spring 2026.

Campaign Reach & Engagement:

Over the past three years, paid campaigns have generated:

- More than 10.5 million impressions
- More than 155,000 visits to the Kitimat Bound website

Social Media Growth:

- Facebook followers: 201 to 861; a 328.4% increase
- Instagram followers: 140 to 941; a 572.1% increase

Video Production & Performance:

- 16 videos produced, including full-length features and advertisements
- More than 377,232 combined video views across Kitimat Bound's YouTube channel



Website Engagement

Website traffic reflects sustained interest from individuals exploring life and work in Kitimat.

- More than 324,000 users have explored the website
- Over 500,000 pageviews have been recorded

Thousands of users have taken additional steps, including downloading relocation guides, reviewing employment information, and exploring what a move to Kitimat could look like for them.

Lead Generation & Email Marketing

Email marketing and qualified lead generation have also delivered measurable results:

- Since 2023, Kitimat Bound has generated over 400 qualified relocation leads.
- A structured customer journey—featuring four resident success stories—has guided prospective newcomers through tailored communications, with 397 individuals fully completing the series.
- Average email open rates have remained strong at approximately 60 per cent, well above industry averages.

These results reflect sustained engagement from individuals actively considering relocation to Kitimat.

Kitimat Healthcare Professionals Retention & Recruitment

In 2025, the community's [Health Recruitment and Retention Incentive Package](#) supported **10 new healthcare professionals with \$34,240 in recruitment incentives**, including physicians, registered nurses, physiotherapists and allied health workers. In addition, the **new housing incentive program** approved in late 2025 has already supported **three applicants with \$13,000 distributed**. Applications for the incentives continue to be received as recruitment efforts move into 2026.

Annual Business Walk Results Show Stronger Workforce Stability

Staffing pressures are easing for local businesses, marking a notable shift from previous years. From 2018 to 2024, staffing was consistently reported as the greatest challenge businesses faced. However, by 2025, it was no longer the greatest challenge, with the share of



businesses identifying it as an issue dropped significantly from 39% in 2023 and 29% in 2022 to just 21%.

This improvement is reflected in employment trends with findings from the Annual Business Walks. Between 2022 and 2025, full-time employment grew by approximately 32.4%, while part-time employment increased by about 9.6%. At the same time, reliance on temporary roles declined sharply by 91.3%. In 2022, surveyed businesses reported a total of 284 employees, including 121 full-time, 65 part-time and 102 temporary positions. By 2025, total employment from businesses surveyed reported 750 total employees, with 476 full-time, 212 part-time, 26 temporary, and 36 seasonal roles.

Overall, these changes point to a strengthening labour market, with businesses moving toward more stable, long-term employment and reduced dependence on temporary staffing.

What Others are Saying

Mandeep Gladwin, new Kitimat Resident:

"I now live in Kitimat with my wife. I love the community; it is a calm and peaceful place surrounded by natural beauty. It's a perfect place to live, work and grow."

Soon-to-be new Kitimat Resident:

"We haven't officially moved up to Kitimat yet, but we visit our house and do work on it almost monthly... it gets harder and harder to leave each time. We did find the resources that you offered helpful... especially for my wife. The people of Kitimat have been absolutely wonderful. Everyone has been helping us and it's amazing. I've never been anywhere that has felt so much like home. We love it and will be there soon enough."

Potential resident, currently looking to buy a home:

"We have had Kitimat on our radar for a while, we have been exploring more northern towns and cities (for example, Whitehorse and Prince George) but Kitimat seems to fit our lifestyle. The Kitimat Bound recruitment campaign (both the It's Not For Everyone video and the website) really helped to sway our decision. We found them to be really informative while also being quite funny and witty."



Giuseppe Bravo, Kitimat Realtor, Century 21 Northwest Realty:

“Kitimat Bound has become one of the first things I share with people when they ask about moving here. The website, guides, and video assets make it easy to introduce newcomers and prospective residents to everything this community has to offer.

The campaigns do a great job of telling the real story of our community, capturing not just the highlights but the character of the place. It presents Kitimat in a truthful way without overselling, and that authenticity truly resonates. People appreciate that it is accurate and honest. The feedback I receive is consistently positive, with many telling me how helpful it is in understanding why Kitimat is such an attractive choice.”

Teresa Waddington, Deputy Chief Operating Officer, LNG Canada:

“As a result of the Kitimat Bound campaign, we’ve seen growing interest from individuals and families across Canada who recognize what those of us here already know—that Kitimat offers opportunity, outdoor adventure and an incredible quality of life. Kitimat is home to Canada’s first large-scale LNG facility and with that comes tremendous growth and opportunity. Seeing new residents—including our new staff—choose to build their lives here is a tangible sign of momentum, and we’re proud to support this growing campaign that strengthens the long-term vibrancy and sustainability of Kitimat.”

Jodi Williamson, Human Resources, Coast Mountain School District 82:

“Our schools are at the heart of Kitimat, and attracting outstanding teachers is a shared priority. The Kitimat Bound project highlights not only the professional opportunities within our district, but also the strength, support, and spirit of the community our educators become part of.”

Michelle Lillos, Talent Acquisition Partner, Rio Tinto:

“From a recruiter perspective, the Kitimat Bound campaign resources have been extremely useful. I regularly provide candidates with the Kitimat Bound website, community guides, newcomers guide, and resident story feature videos that give them a much clearer and more realistic picture of daily life in the community. The visuals and storytelling help bring the region to life and provide meaningful context around amenities and lifestyle. When I started in this role (eight years ago), there was very little community information available, so having these resources developed in recent years has made a significant difference in how I can support candidates during their hiring process.”



Northern Health Authority:

“Northern Health has experienced the positive impact of the District of Kitimat Health Care Recruitment Incentives in attracting and retaining health care professionals. The program complements provincial and employer incentives while demonstrating the community’s strong commitment to supporting its health care workforce. Directing prospective candidates to the Kitimat Bound website further enhances recruitment efforts by showcasing the full lifestyle offering—highlighting housing, recreation, community connections, and the welcoming nature of Kitimat—helping candidates and their families envision not just a career, but a life in the community. Together, these efforts support long term workforce stability and sustained access to quality health care for residents of Kitimat and the Haisla Nation.”