



RELEASE DATE: March 6, 2020

## **BC Tourism Industry Conference coming to Prince George**

PRINCE GEORGE – Industry leaders from the provincial tourism sector will come together in Prince George next year for the 2021 BC Tourism Industry Conference (BCTIC).

A local organizing committee will be established to support planning efforts, spearheaded by Tourism Prince George.

“We are excited to brainstorm and collaborate with all of our partners, including Northern BC Tourism Association and Lheidli T’enneh First Nation, to host an exceptional event,” said Tracey McBride, CEO of Tourism Prince George. “Delegates will get a taste of our warm hospitality and the unique culture of the area.”

The event brings destination marketing and management organizations, sector associations, tourism business operators, government and stakeholders together to discuss topical issues, industry trends, and best practices. It will be the first time the conference will be held in northern BC.

“As a provincial advocacy association, it’s important for us to connect with all regions of the province and staging the conference beyond our traditional venues in Vancouver, Victoria and Kelowna gives us the opportunity to do just that,” said Alroy Chan, Tourism Industry Association of BC Board Chair. “We look forward to working with Tourism Prince George and Northern BC Tourism Association to put on another stellar event and showcasing all that northern BC has to offer.”

The BC Tourism Industry Conference will span three days and is anticipated to welcome some 400 delegates from across the province. Social events, tours, and the annual BC Tourism Industry awards will also be part of the festivities.

“Congratulations to Tourism Prince George for its successful bid and I look forward to welcoming tourism officials from around BC to Prince George next year,” said Lyn Hall, Mayor of Prince George. “Together we are working to enhance Prince George’s attractiveness to visitors and it’s especially gratifying to see our continued success in attracting conferences, sport competitions, and arts and culture events.”

The news was announced at the 2020 event in Victoria, BC. The 2020 Conference, themed “All Eyes On Tourism”, included discussions on topics such as Indigenous tourism, accessibility, and sustainable tourism.

“The topics and presentations at the 2021 Conference will be extremely valuable for our local and regional stakeholders and this is the first time it will be in northern BC,” said Clint Fraser, CEO of Northern BC Tourism Association. “Bringing the annual tourism conference to the north is an important step in celebrating opportunities in tourism and further developing the visitor economy in the region.”

-30-

TOURISMPG.COM



T: 250 562 3700

TF: 800 668 7646

F: 250 564 9807

Suite 101–1300

1st Ave Prince George, BC

Canada V2L 2Y3

# PRINCE<sup>BC</sup> GEORGE

For more information:

Camila Sanchez  
Manager, Communications & Engagement  
Tourism Prince George  
sanchez@tourismpg.com  
250-640-8483 cell | 250-649-3207 office

Amber Harding  
Marketing & Communications Specialist  
Northern BC Tourism Association  
amber@nbctourism.com 250-318-6414

Laura Plant  
Manager, Communications & Membership  
Support Tourism Industry Association of BC (TIABC)  
lplant@tiabc.ca 778-788-3499

TOURISMPG.COM



T: 250 562 3700  
TF: 800 668 7646  
F: 250 564 9807

Suite 101–1300  
1st Ave Prince George, BC  
Canada V2L 2Y3