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## Tourism Prince George celebrates Tourism Week 2020

PRINCE GEORGE – With Tourism Week 2020 underway, Tourism Prince George is celebrating the contributions that local tourism operators and businesses make to Prince George and the BC tourism industry.

“Our communities and the people in them are the true hearts of the tourism industry,” said Clint Fraser, CEO of Northern BC Tourism. “Tourism Week marks the kick-off of regional efforts towards supporting communities in showcasing the value of tourism in their local markets.”

This year, Tourism Week festivities (May 24 to 31) have moved to virtual platforms. Tourism Prince George has been sharing the stories of local tourism operators on social media, conducting fun polls with the community (such as “Top things you want to do in PG, post COVID-19”), and showcasing tourism success stories over the past year.

“While this year’s celebrations have certainly looked different than years past, what hasn’t changed is our true northern spirit, and our commitment to our tourism stakeholders and operators,” said Tracey McBride, CEO of Tourism Prince George. “These are some of the ambassadors, the trailblazers, and the storytellers who make our community so unique. It has been fantastic to celebrate our local tourism champions.”

Tourism Week is also an opportunity for Tourism Prince George to highlight some of its 2019 accomplishments, which include:

- 1 million reach on social media
- 38,000+ uses of Tourism Prince George hashtag (#takeonpg)
- 75% success rate on sport tourism bid submissions
- 176,176 event participation days for meetings and conventions (Prince George Conference and Civic Centre)
- 6.1% demand increase over 2018 for overnight stays

While tourism has been one of the hardest-hit sectors during COVID-19, the organization is optimistic about the future of the industry.

“Prior to COVID-19, tourism was a rapidly growing industry and a leading economic driver in Canada,” said McBride. “Our industry has shown its resilience during these tough times, and we will emerge on the other side of the current crisis by continuing to collaborate and work together. This is evident in the collaborative Support PG initiative

geared towards response, recovery and resiliency for our local businesses and residents of Prince George.”

Follow Tourism Prince George on Instagram, Facebook, and LinkedIn to join the virtual celebrations.

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