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Tourism Prince George names new Chief Executive Officer

PRINCE GEORGE – It is with great pleasure that the Board of Directors of Tourism Prince George announces a new Chief Executive Officer. The Executive Committee did a thorough review of candidates, and internal candidate Colin Carson was selected for the role.

“The Board of Directors looks forward to working with Colin. His tenure with Tourism Prince George and experience in the tourism industry and community will be an excellent asset to the TPG staff, our stakeholders, and Prince George,” said Paul Robison, Chair of the Board.

Carson has been with Tourism Prince George for 4 years in a variety of positions in marketing, visitor services and most recently the Manager of Sport Tourism. He will officially move into the role on July 1, 2021.

“Growing up in Prince George, I’m extremely passionate about the community and all we have to offer,” said Carson. “Prince George has been such a huge part of my life and has given me so many opportunities. I’m excited to be in a position where I can continue to live and work in this wonderful city.”

“The Tourism Prince George staff and Board of Directors have been doing tremendous work for a number of years and I look forward to being able to contribute to such a respected team,” continued Carson. “There’s a real opportunity right now, during the recovery phases of the pandemic, to leverage our brand and establish Prince George as a premier destination. We have some great new plans that we will be rolling out in the near future.”

Carson has worked with a variety of stakeholders to pitch and win some major sporting events. He was instrumental during the pandemic in terms of adapting his role as Manager of Sport Tourism to assisting the industry in remaining resilient into the future.

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