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## **TOURISM WEEK 2022**

### **Prince George, BC - Tourism Prince George Celebrates Tourism Week**

After two long years of limited travel, Tourism Prince George is excited to kick off the season and Tourism Week (May 29 - June 4, 2022), by inviting tourism industry stakeholders, visitors, and local residents to its Open House.

“Tourism Week is an annual, national and provincial invitation for all tourism partners and stakeholders to come together to champion and promote our destinations, tourism businesses, and employees,” says Colin Carson, CEO. “We are extremely proud of the new brand and are looking forward to its official launch in market on June 1<sup>st</sup>, targeting visitors outside of BC, Alberta, Yukon, Washington, and Ontario.”

Tourism remains vital to BC not only for its ability to generate huge economic activity, but also for providing social, cultural and environmental benefits, and showcasing our values as a province: resilience, reconciliation, peace, tolerance, and inclusivity. These values are needed on the world stage now more than ever.

Join us at the Visitor Centre on **Friday, May 27th, 8:30 am - 4:30 pm** for popcorn, prize giveaways, selfies with Mr. PG, and to pick up the new Visitor Experience Guide! We are also thrilled to be launching our Bites, Flights & Sights Passport Trail, encouraging residents and visitors to support local restaurants and retailers and experience our tourism offerings. Click [here](#) for more information and to sign up!

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