



Release Date: August 11, 2022

TOURISM PRINCE GEORGE READY TO HELP BRING EVENTS AND CONFERENCES TO BASECAMP OF THE NORTH

PRINCE GEORGE - Meetings and conferences are making a comeback, and we're ready for it!

Tourism Prince George was a recipient of the BC Business Events and Conference Restart Fund to the tune of \$100,000. TPG gratefully acknowledges the financial support of the Province of British Columbia through the Ministry of Tourism, Arts, Culture and Sport.

With part of this funding we can now assist in bringing multi-day regional, national and international conferences and events to Prince George.

"The meetings, conferences and events sector is a huge economic driver within the tourism industry that has been devastated by the COVID-19 pandemic," says Colin Carson, CEO of Tourism Prince George.

Now that safety measures have been gradually lifted, and confidence to have in-person meetings and events have rebounded, we are excited to support the local hospitality and tourism industries.

"The restart grant allows us to be aggressive in attracting new business that will fill our hotel rooms and drive dollars into Prince George. We are extremely thankful to the Province of British Columbia for this grant that allows Prince George to be competitive in the industry," Carson adds.

The bulk of the funds will go towards assisting organizations with rental-fee incentives for meeting spaces such as hotel conference rooms, the Prince George Conference and Civic Centre and the Uda Dune Baiyoh (House of Ancestors). The remainder will be allocated to roll out a winter-meeting campaign to highlight Prince George as a conference destination.

Tourism Prince George anticipates this support to have a dual impact: it will help drive accommodation stays (a funding requirement is a minimum of 100 booked rooms, which can be divided into multiple days), while providing financial backing for those wanting to host conferences and events.

For those interested in tapping into this resource, please contact Tourism Prince George.

-30-

For media inquiries please contact:
Kyla Graham
Specialist, Communications & Stakeholder Relations
Tourism Prince George
graham@tourismpg.com
250.649.3209

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