



Release Date: October 26, 2022

TOURISM PRINCE GEORGE ENCOURAGES OUTDOOR ADVENTURE WITH NEW PASSPORT TRAIL

PRINCE GEORGE – Tourism Prince George is encouraging visitors and residents to explore the outdoors with its new passport: Hit The Trail.

The virtual passport is an app/website that gives users a list of 25 trails in Prince George and area, the furthest being the Ancient Forest, to check into.

“With Hit the Trail, we’re encouraging people to get out, stay active and take advantage of the outdoors in the coming months,” said CEO of Tourism Prince George, Colin Carson. “With over 100 kilometres of vast and sprawling trails our city has to offer, you could snowshoe, cross country ski, bike, walk or hike.”

Through the GPS integration, users verify their location on the app and check-in near the trailhead. Once a user has checked into 13 trails, they can redeem their prize for a water bottle and draw-string bag at the Visitor Information Centre. Checking into 25 trails earns them a tree that will be planted in their honour during Tourism Week 2023 at Forests for the World.

“The gamified aspect of this new passport gives an added incentive to explore Prince George’s trail network,” said Carson. “It also falls in line with our commitment to sustainability, by giving people ways to contribute new growth within our forests.”

Running off the success of Bites, Flights and Sights—which encouraged tourists and residents to visit local businesses—Hit the Trail has a similar purpose.

“This time we want people to experience Prince George outdoors, and give them an easy tool to navigate our city’s diverse trail systems,” explained Carson.

Hit The Trail is now available to the public. Those interested in participating can [sign up here](#).

-30-

For media inquiries please contact:
Kyla Graham
Specialist, Communications & Stakeholder Relations
Tourism Prince George
graham@tourismpg.com
250-613-8907

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