

Release Date: November 30, 2022

CNC AND TOURISM PRINCE GEORGE PARTNER FOR TOURISM REIGNITING

PRINCE GEORGE - The tourism and hospitality community gathered for an industry reigniting, hosted by the College of New Caledonia and Tourism Prince George on November 29th at the Courtyard by Marriott Hotel.

The partnership between CNC and Tourism Prince George provided an evening for educators and tourism/hospitality businesses to forge connections, making effective pathways for students to find their way to employment.

“CNC’s post-diploma program is designed for students who want a career in tourism and hospitality,” explained CNC Dean of School of Access and Continuing Education Amelia Merrick to the crowd. “Most of our students already have a university degree, the majority are international students, and some of them have previous global experience in the tourism industry. They are serious and committed.”

CNC’s newly revised practicum program allows students to participate in double the amount of practicum hours, while providing an opportunity to assist in bridging a labour gap for businesses in the tourism and hospitality industry.

“We are looking for new organizations to host our students. You might be wondering, what’s in it for me? To start, you will have the opportunity to work with our talented students for 80 hours,” said Merrick.

“There’s a learning investment, and sometimes organizations even hire our students after the practicum. In fact, 100% of past hosts say they would consider a student for a position in their company. Through the practicum you will also have connection to our faculty, who are doing research, have access to an incredible array of knowledge and resources, and can be a support to your organizations.”

The Tourism and Hospitality Industry Night also came on the heels of Destination Canada announcing that leisure travel is expected to return to pre-pandemic levels by 2024—a year earlier than they originally anticipated.

“We know we don’t have a shortage of breathtaking outdoors, attractions like galleries and museums, sporting events, live concerts, restaurants or retail options; and it’s time we get to show it off,” said Tourism Prince George CEO Colin Carson.

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With indicators that the industry is ramping back up again—and a desire to welcome international students as well as place tourism and hotel management students in valuable practicum positions—this partnered event was well received.

Approximately 100 industry, community and government leaders attended the evening, including Mayor Simon Yu. It was Mayor Yu's first public address to the tourism sector since being sworn in on November 9th.

Mayor Yu spoke to his experience as an international student when he first arrived in Prince George, the boundless opportunities he received as he dug roots into the community, and how he looks forward to welcoming more people to Prince George and sharing that experience with others.

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