

Release Date: Apr. 20, 2023

CELEBRATING TOURISM WEEK

PRINCE GEORGE – This year’s celebration of Tourism Week recognizes the rebounding of an industry hit hardest in 2020, and its vitality to our community.

Tourism Prince George (TPG) is going to kick-off the week by welcoming public to the Visitor Information Centre on Apr. 24 from 1:30 to 3:30 p.m. The event will feature local drummers, light refreshments from local businesses, an opportunity to meet our latest Local Legend, and screen the most recent installment.

“We see this event as an opportunity for visitors, locals and stakeholders to learn more about the resources at Tourism Prince George, and recognize the amazing attractions and establishments in our city,” explained TPG CEO Colin Carson.

With the ongoing easing of travel restrictions and mandates, the reverberation of travel and hospitality activity is being felt, not only in Prince George, but B.C. There are over 16,000 tourism-related businesses in the province, and those businesses employ over 84,000 people, according to Destination BC.

“Supporting tourism and hospitality encourages economic activity at the local and regional level, and it also strengthens the social and cultural fabric of our city,” Carson added.

Tourism Week runs from Apr. 24 to 28. The yearly initiative has been presented by Tourism Industry Association of Canada for the last 10 years. The weeklong awareness campaign is aimed to promote Canadian tourism destinations, businesses and employees.

-30-

For media inquiries please contact:

Kyla Graham | Specialist, Communications & Stakeholder Relations
Tourism Prince George
graham@tourismpg.com
250.649.3209