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TOURISM PRINCE GEORGE READY TO SHOWCASE PG IN INTERNATIONAL MARKETS

PRINCE GEORGE – Prince George’s diversity, miles of adventure and rural urbanity will be showcased to international markets this year.

Today, Tourism Prince George released their latest commercial, [Greatest Hits](#). This video will be used in a marketing campaign targeting—not only Canadians, but—international visitors from the United States and Germany.

“We know tourists from Europe, Asia and the US are already stopping in our community. However, from the statistics we gather in our Visitor Centre, it’s often people passing through to reach their destination,” explained Tourism Prince George’s CEO Colin Carson. “We want to not only be a soft landing for that, but we also want people to consider Prince George as their destination.”

2022 marked the first year the Visitor Information Centre was open full time since 2019. The number of visitors recorded at the VIC reached just over 4,600. Eight per cent of travellers were from Europe and Asia/Australia, six per cent were from the States and 28 per cent were from other parts of B.C. and Canada.

While Visitor Information Centre numbers have yet to catch up to pre-pandemic levels, Tourism Prince George is welcoming the opportunity to reintroduce Prince George to neighbouring communities, the rest of Canada and adventure seekers around the world.

“Our newest commercial illustrates the incredible sights and experiences in Prince George that warrant an extended stay. When people stay longer, it stimulates our local economy—and that’s what we aim for in tourism,” Carson added.

Those experiences, jam packed into the 60-second commercial captured by local production company 6ix Sigma, reveal the natural beauty and urban atmosphere that make up Prince George’s greatest hits—ready to be explored.

This is the first time a TPG initiative is being promoted overseas, since the pandemic.

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