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POSSIBLE VENUES FOR NEW VISITOR CENTRE IDENTIFIED

PRINCE GEORGE – Two new locations have been narrowed down as the potential, long-term home for the Visitor Information Centre (VIC).

The contending spaces are Pine Centre Mall, the Prince George Civic and Conference Centre (PGCCC) Rotunda (in between the PGCCC and Prince George Public Library), as well as the current facility on 1st Ave.

All locations are being reviewed by Nycholat Consulting, an independent consultant, which was hired by Tourism Prince George (TPG) in the Spring. The review will consist of a cost analysis as well as community and stakeholder sentiment. The complete findings will be available in the Fall, with the decision being made by the Tourism Prince George Board of Directors.

Conversations of relocating the VIC have been ongoing for several years. In June 2022 the VIC Relocation Taskforce was formed. The Taskforce was comprised of TPG Board members and staff, as well as other community stakeholders with knowledge of the tourism industry.

The Taskforce spent eight months gathering data, insights and research about trends in visitor services to determine the best areas for a long-term VIC.

“The goal and focus of the Visitor Centre is to increase the economic benefit to Prince George. One of the many ways we do that is by encouraging longer stays and recommending local attractions and businesses,” said TPG CEO Colin Carson.

“The two possible locations, one being in the downtown and the other near the junction at Pine Centre Mall, were identified by the Taskforce as the best options to meet those goals and visitor needs,” Carson added.

Nycholat Consulting presented the preliminary findings of the two potential venues to City Council on Jul. 24 at a regular council meeting.

Local residents, stakeholders and local businesses are encouraged to complete a survey that gathers sentiment around the proposed locations. Depending on the survey results, more venue options may be considered. The survey runs until Aug. 7.

Survey: [Click here](#).

VIC Relocation Presentation/Slide deck: [Click here](#)

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