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## **TOURISM PRINCE GEORGE ON NEW RULES FOR STRS**

PRINCE GEORGE – Operating on the unceded territory of the Lheidli T’enneh First Nation, Tourism Prince George’s mission is to attract visitors, increase their length of stay, encourage them to share their experiences and, ultimately, increase the direct and indirect economic benefits of Prince George and the surrounding northern region.

All accommodators in Prince George are a valued partner.

Tourism Prince George understands how the province’s new rules for STRs could be positive in keeping hotels at their capacity, and also addresses the housing crisis, by expanding regulation and ensuring accurate data and data sharing--strengthening both local and provincial government enforcement tools.

This does not mean Tourism Prince George is against STRs.

Our goal at TPG is to position Prince George as a year-round Basecamp to Adventure, while putting efforts in place that drive our local and regional economy.

We know that can only be achieved by working together with all our partners that play a role in enhancing the visitor experience.

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