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2023 BC TOURISM & HOSPITALITY CONFERENCE



PRINCE^{BC} GEORGE



Organizations Involved

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Conference Hosts:

BC Hotel Association and Tourism Industry
Association of BC

Host Destination Partners:

Northern BC Tourism Association and
Tourism Prince George



Conference Overview

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- March 1 to 3 at the PG Conference and Civic Centre
- Over 300 delegates from across BC
- First time the Conference is ever held in the North
- Theme: All Systems Go

Conference Overview

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- Sessions from Hotel Association of Canada, Destination Canada and many more
- Welcome Reception hosted at the Caledonia Nordic Ski Club
- Awards Gala with performance and emcee from Lheidli T'enneh members
- Tourism Prince George and Northern FanCon are awards finalists





Benefits to the community

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- Over 1,000 hotel room nights
- Boost to local businesses
- Over 100 delegates attending the PG Cougars Game as pre-conference activity
- Excellent learning opportunity for businesses in Prince George and Northern BC
- Great opportunity to highlight the tourism offerings in Prince George and Northern BC

Still time to get involved

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- Registration closes tomorrow
- Show visitors the welcoming spirit of Prince George
- Help grow tourism in our community



THANK YOU AND QUESTIONS?



**PRINCE
GEORGE**