



OFFICE OF THE MAYOR

1100 Patricia Blvd. | Prince George, BC, Canada V2L 3V9
p: 250.561.7600 | www.princegeorge.ca

April 27, 2023

Northern Development Initiative Trust
301 – 1268 Fifth Avenue
Prince George, BC V2L 3L2

RE: Support for Northern BC Tourism Association grant application to the Marketing Initiatives Fund

To Whom It May Concern:

On behalf of Prince George City Council, I am writing to express support for the Northern BC Tourism Association's (NBCTA) fund application to the Marketing Initiatives Fund for the Northern BC Travel Journal Project.

Northern BC tourism is creating a timeless, high-quality travel journal telling the story of Northern BC, its communities, personalities, and local tourism businesses. The goal is to attract and engage visitors to choose Northern BC as a top travel destination, increase time spent in the region, and ultimately to increase spending to local businesses and communities.

This travel journal will also support the resident recruitment efforts and labour market pressures facing most northern communities. The tourism sector and resident attraction are intrinsically linked. One of the top priorities for residents in their choice of home community is the quality of life and recreational opportunities available to them. This regional travel journal will serve to highlight the recreational opportunities available to visitors and residents.

The City of Prince George is proud to continue to offer its support to the Northern BC Tourism Association and hopes that its application receives favorable consideration.

Sincerely,

Mayor Simon Yu
City of Prince George