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# TOURISM PRINCE GEORGE VISITOR CENTRE RELOCATION

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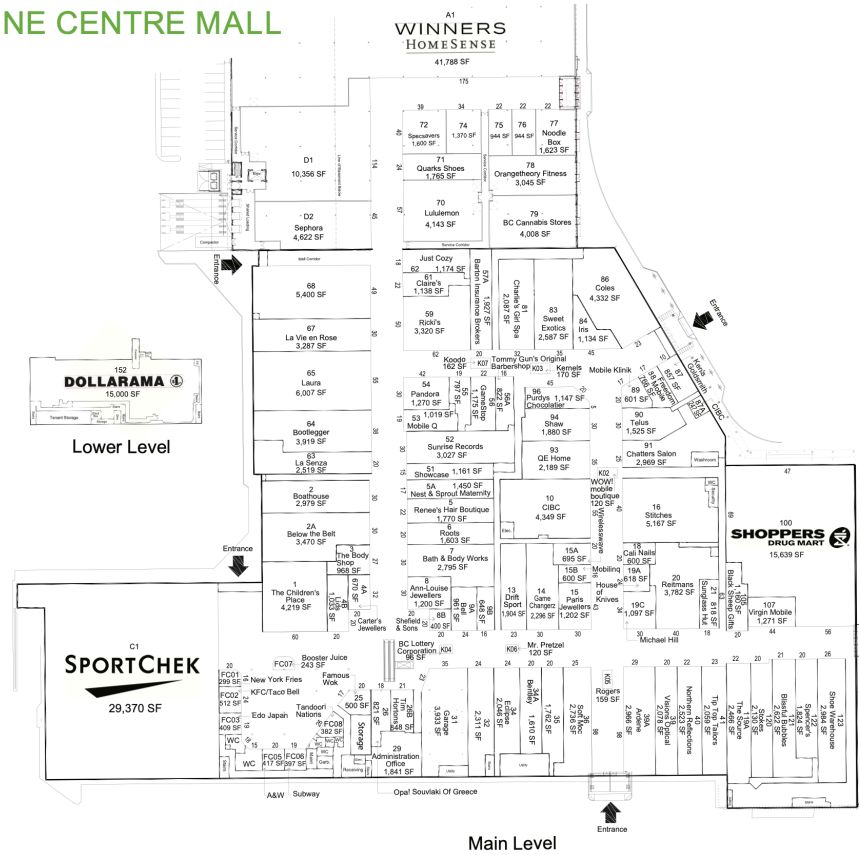
**PRINCE<sup>B</sup><sub>C</sub>  
GEORGE**

# The Problem: Current visitor centre location is experiencing low traffic

- Current location is in the Via Rail station on First Avenue
- **Safety concerns** have been expressed by visitors and staff
- **Inconvenient location** for visitors entering Prince George from Highway 97
- **Pine Centre Mall** and **Prince George Conference and Civic Centre Rotunda (“PGCCCR”)** identified as potential relocation sites

# Option 1: Pine Centre Mall

## PINE CENTRE MALL



Breakdown of space is subject to change; for illustrative purposes only.



# Pine Centre Mall

## Location

- Prime site for Visitor Information Centre, high traffic from locals and visitors, easy vehicle access from highways 16 and 97
- Billboard signage available to direct tourist traffic to Pine Centre
- Ample parking space for those travelling by RV or car
- Co-located with many other businesses that drive the local economy in Prince George

# Pine Centre Mall

## Traffic

- Attracts 4.9 million annual shoppers
- A primary reason for visiting Prince George

## Opportunity

- Opportunities for space main entrances, some of which offer interior and exterior access.
- Significant opportunity to increase retail sales of local and tourism-related merchandise

# Pine Centre Mall

## Availability

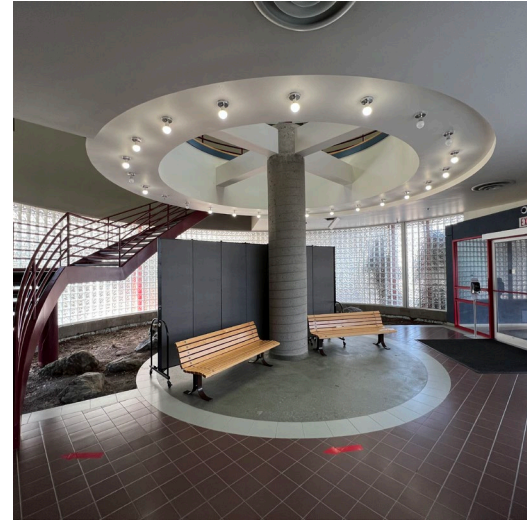
- Several units are coming available promptly that meet space demand for both office and/or retail space requirements

## Cost

- Rent is slightly higher than current location, but justified by vast increase in visitor traffic, resulting in lower cost per visitor
- Staffing costs higher as an attendant must be present during mall hours



# Option 2: Prince George Conference and Civic Centre Rotunda



# The Prince George Conference and Civic Centre Rotunda

## Location

- Downtown Prince George offers significant growth potential, capturing foot traffic near attractions, restaurants, and hotels
- The City of Prince George is values aligned in ensuring there is ample parking available for RVs and other vehicles in the long term

## Traffic

- PGCCCR is a major tourism driver, increasing involvement in conferences and Canada Games Plaza events
- Likely increase in traffic due to being walking distance to downtown hotels



# Prince George Conference and Civic Centre Rotunda

## Opportunity

- City of Prince George's downtown development plan is values-aligned with locating the visitor centre in the downtown core
- Visitor centre would benefit from having a stable, city-owned, long-term home
- Canada Games Plaza and PGCCCR provide ample space for events supported by Tourism Prince George
- Collaboration opportunity with Prince George Library
- Collaboration opportunities with the City of Prince George

# Prince George Conference and Civic Centre Rotunda

## Availability

- Funding and planning rely on City of Prince George, with potential partners to be determined
- Agreements with the city, library, and businesses are needed to address parking and access challenges, along with improved signage
- Office and storage space is a constraint within the Civic Centre

## Cost

- Renovation costs yet to be determined

# Option 3: Current 1st Avenue Via Rail Station



We want your input! Let's find the best home for Prince George's new Visitor Information Centre together.

Public Consultation Survey: [bit.ly/pgvisitorcentre](https://bit.ly/pgvisitorcentre)







# ADVENTURE IS CALLING

THE BEST WAY TO  
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