



June 18, 2021

Mayor & Council

City of Prince George  
City Hall - 1100 Patricia Blvd  
Prince George, BC, V2L 3V9

Re: Prince George Conference and Civic Centre

Dear Mayor and Council,

On behalf of Tourism Prince George's key tourism partners who rely on meetings and conventions, sports tournament and large festivals and events business to keep the sector viable and to diversify the City of Prince George's economy we welcome the opportunity to work with the City of Prince George on a viable plan for the future that keeps the economy diverse, growing and contributing to the entire City's well-being.

The Prince George Conference & Civic Centre (PGCCC) along with the City's arenas are an economic engine that brings new dollars into our community. Hotels are not the only beneficiaries, far from it. When conferences and meetings happen in our city, they book hotel nights, eat and drink in our restaurants, shop local retail, spend money on experiences, contribute to the municipal tax base and then go home and tell the world about Prince George.

In 2020 alone we lost \$22 Million from booked events and tournaments, not including sales lost for 2021 and future years. The City of Prince George's facilities play a big part in terms of landing that business and keeping the sector viable.

Conference delegates are known to spend 4x more than leisure travellers (Oxford Research Group) and they tend to organize events during the shoulder months (spring, fall, winter), when the accommodation sector needs the business. Sports tournaments and other multi-day events also fill rooms, contribute to local spend and build pride-of-place and celebrate the City's unique culture, heritage and destination.

Based on conversations with groups that have previously booked at the PGCCC, customers have told us that they are keen to book again. Our planning team reached out directly to top meeting planners across the country and asked them.

- Nearly all (95%) found the Conference and Civic Centre's size and dynamic spacing to be ideal for their needs.

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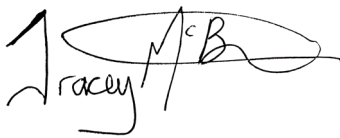
- Planners are optimistic about the meetings industry's recovery in Canada; 29.5% predict a return to normal live event volume in the country in late 2021, 44.5% predict a 2022 timeline, and 19.5% are looking to 2023 or after.
- Over 80% of meeting planners we surveyed expressed a great interest in adding outdoor adventure activities (such as guided fishing, hiking or touring the Chun T'oh Whudujut/Ancient Forest) to their conference agenda.

We are ready to do our part. As you know, Tourism Prince George is developing a new plan that is focused on meetings, conferences and events as a main engine to drive our local economy's recovery. This strategy was meant to provide meaningful insights from both the local industry and leading market research on future potential in all group sectors to engage all partners in some meaningful dialogue and a business plan for the future.

The business community has fought hard to weather a global pandemic, the City of Prince George can support our city's economic recovery by working on some collaborative strategies to draw high-yield events into the city and assist its business community, a major source of tax revenue, and top employers.

Our city has never been more strongly positioned to win. Prince George is set to take its place among North America's most desired mid-tier meeting destinations. Lheidli T'enneh Nation culture, partnerships and assets stand out as a main competitive strength like never before with the recent release of LTN's own tourism plans, which focus intently on business events and making sure Uda Dune Baiyoh (House of Ancestors) lends weight and market power.

Sincerely,



Tracey McBride

CEO, Tourism Prince George