



June 17, 2021

Mayor & Council

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

Re: BC Tourism & Hospitality Conference – March 8<sup>th</sup>-11<sup>th</sup>, 2022

Dear Mayor and Council,

Last year, we were thrilled to learn that Prince George was selected to host the 2021 BC Tourism Industry Conference on the traditional lands of the Lheidli T'enneh due to the great partnership and collaborative bid efforts from Northern BC Tourism Association, City of Prince George and all our regional partners.

However, due to COVID-19, the event was postponed until 2022 in hopes that by then colleagues from around the province could gather together to celebrate our connections and the recovery of the tourism and hospitality industry which has seen unprecedented and historical losses for the past fifteen months.

This conference is a partnership between the Tourism Industry Association of BC and the BC Hotel Association. This combined conference will bring delegates from around the province together to collectively work on recovery and resiliency for all. As it will be the first in-person conference for the tourism and hospitality sector since the pandemic, this conference could attract up to 500+ attendees over four days in March. We also plan to add a half day or full day for a Northern BC Tourism focus. The potential economic benefit is \$350,000 (not including any post-conference trips) and it also could dovetail with some extended stays for the Women's World Curling Event.

Given it's the first time for the conference in Northern BC, this is a tremendous opportunity for Prince George to host all the key leaders of the hospitality and tourism sector. It offers the city, our regional tourism and hospitality sector partners a chance to highlight examples of Northern hospitality, unique, inclusive and accessible experiences, and to assist with future travel dispersion in the North. We have extended an invitation to the Lheidli T'enneh Nation to be the First Nations' host and to take part in this event.

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Because most sessions need to take place in one venue, the Prince George Conference and Civic Centre is the only facility large enough to hold the conference. There are also opportunities for off-site events, as well as for local artists, musicians and others to be involved and benefit from this event.

Planning for the conference, including a confirmed date, must begin in early July to ensure a successful event. Therefore, we respectfully ask Mayor and Council to pass a resolution that the Civic Centre be open and ready to host the event in March, 2022 by June 30<sup>th</sup>, 2021. It is important to note, there is no sponsorship required from the city on behalf of Tourism Prince George, Northern BC Tourism Association, TIABC and BC Hotel Association.

We sincerely hope that the City of Prince George will be a key part of this exciting event and look forward to hearing from you in the near future. Mayor and Council, thank you for your consideration.



Tracey McBride  
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Tourism Prince George



Clint Fraser  
CEO  
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CEO  
Tourism Industry Association of BC



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