



2024 Tourism Summit Program

Ramada Plaza, Prince George

Tuesday, October 22, 2024

4:00pm to 5:00pm - Registration Opens - Ramada Lobby

5:30 - 7:30pm, Exploration Place

Take this opportunity to reconnect with old colleagues and make new connections as we gather in Exploration Place for this networking event. Culinary delights from Origins Kitchen will please your taste buds at this event. Shuttle service provided from Ramada starting at 5pm.



Wednesday, October 23, 2024

8:00am - Registration Opens

8:30am - 8:45am - Summit Welcome - Simon Ratcliffe, Master of Ceremonies

Indigenous Welcome from Chief Dolleen Logan, Lheidli T'enneh
City Welcome from Acting Mayor Brian Skakun, City of Prince George

8:45am - 9:45am

Balancing Choices - People, Planet, Prosperity with Dr. Rachel Dodds

Are we thriving or surviving? In a resource-based economy, there is no doubt that the environment is a fundamental consideration but is this the only consideration for Northern BC's tourism industry? This talk will explore some challenges this region is facing as well as what success looks like in the short to long term. Keys to achieving a balance will be discussed and we will end with practical solutions to achieve better tourism for all.



9:45am - 10:30am

Tourism Crisis Communications Preparedness with Krista Lochhead

Discover strategic media training to navigate crises and enhance response capabilities. Learn effective strategies for managing sensationalized media headlines and their influence on tourism. Gain insights into best practices in media training to uphold industry resilience. Acquire tools and proactive strategies for crisis preparedness and effective visitor communication, ensuring sustainable tourism practices amidst a changing climate.



10:30am - 11am - Morning Break

11am - 12:15pm

Northern BC Tourism Association Annual Update and AGM with Clint Fraser

Hear the latest on trade, media, destination development, industry development, marketing, and content generation initiatives from Northern BC Tourism.



Wednesday, October 23, 2024 (con't)

12:15pm - 1:15pm - Networking Lunch

1:15pm - 1:45pm

Tourism Industry Association of BC Update with Walt Judas

With the 2024 provincial election in the rear-view mirror, Walt will discuss the implications for BC's visitor economy and the advocacy priorities TIABC will be looking to advance in 2025 and beyond. Critical policy files include the need to further develop the province's transportation networks and infrastructure, particularly for rural British Columbia. Other priorities include financial support for businesses affected by various crises, and resolving land use permit and tenure renewal roadblocks that are hampering adventure tourism businesses. Walt will also touch on workforce, housing, land use, DRIPA, new product development, funding, education, and other issues.



1:45pm - 2:45pm

Supporting Indigenous Trails with Patrick Lucas and Jacob Mullens

Nature trails that support recreation and cultural activities are a central priority for many First Nations throughout British Columbia and can contribute to building relationships with the broader community. Patrick Lucas, project coordinator with First Journey Trails, will share insights as to how supporting the development of Indigenous Trails can benefit First Nation communities, stimulate business start-up, and build relationships that foster reconciliation.



**INDIGENOUS
TOURISM BC**



2:45pm - 3:15pm - Afternoon Break

3:15pm - 4:45pm

AI: Your Business SuperPower with Conner Galway

An interactive session that introduces and educates on AI as a transformational tool that can enable you to do more of what you love. The session will include specific examples using free tools and inspire attendees to imagine creative applications of the technology in their own businesses. Using live examples, your attendees will learn how to they can lean into AI for their own organizations, as well as important considerations that they need to ensure that they're using AI responsibly.



4:45pm - 5pm - Day 1 Wrap-Up

5:00pm - 5:45pm - Mix & Mingle Networking Reception

Take this opportunity to reconnect with old colleagues and make new connections to discuss the learnings of the day

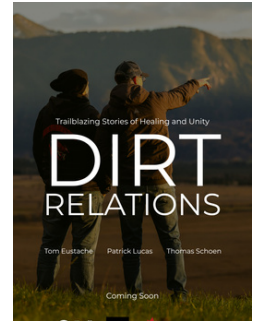


Wednesday, October 23, 2024 (con't)

5:45pm - 6:30pm

Dirt Relations - Film Screening with Patrick Lucas

“Dirt Relations” is an inspiring and thought-provoking documentary that delves into the powerful connection between mountain biking, reconciliation, and healing intergenerational trauma. Through captivating storytelling and breathtaking visuals, the film follows the journey of three individuals: Patrick, Thomas, and Tom, as they collaborate with Indigenous communities across British Columbia to build trails and empower Indigenous youth.



Thursday, October 24, 2024

7:30am - 8:30am - Breakfast

8:30 am - 9:30am

The Great Wilderness Iconic with Maya Lange

Destination BC is transforming the way travellers see British Columbia. We're sharing compelling reasons to travel to BC with global travellers by creating new iconic, inspirational brands that will strengthen travel appeal in all areas of BC in more seasons. Maya will share details on our second Iconic brand to launch, The Great Wilderness, including recent media and activation events in Germany. Learn how Destination BC's new approach to branding and supporting the development of Iconic routes and places, can benefit your community, business and organization.



9:30 am - 10:00am

Community Bragging Session

In a petcha kucha-inspired presentation format, hear from a handful of Northern BC communities on the great work they are doing to advance the tourism sector.

10:00am - 10:30am - Morning Break

10:30 am - 11:30am

5 Way to Achieve the Tourism Exceptional with Chris Fields

What's holding us back and how do we plan for an ambitious future amidst a world of exponential change and the inherent challenges of democratic governance? In a presentation that is described as informative, entertaining, and a little bit crazy, five ways to leap the hurdles that stand in the way of exceptional spaces, places, people and tourism are explored. You will be challenged to think differently about what you do and what you can do to elevate tourism, your community, workplace, and your daily life.



11:30am - 11:45am - Summit Wrap-Up

We acknowledge that we are hosting this 2024 Northern BC Tourism Summit on the unceded and traditional territory of the Lheidli T'enneh First Nation.

We honour the enduring presence of their esteemed Elders and ancestors and express our gratitude and respect for welcoming us to their lands in the spirit of peace, sharing, co-existence and friendship.

Thank you to our amazing sponsors

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