



2026 Tourism Summit

Program Outline

The Northern BC Tourism Summit brings together leaders, businesses, and community builders to explore how remarkable destinations are intentionally created. Through inspiring discussions and sharing practical ideas, delegates will discover how destination development, entrepreneurship, marketing, and stewardship initiatives strengthen communities, support thriving businesses, and create a thriving tourism economy.



October 20 – 22, 2026

Coast Prince George Hotel





Tues Oct 20

Welcome Reception – Two Rivers Art Gallery

Reconnect with familiar faces and build new relationships as we gather at Two Rivers Gallery for this kickoff networking event. Enjoy locally sourced, Indigenous-inspired culinary offerings that highlight the flavours of the region.

Weds Oct 21

Summit Welcome – Simon Ratcliffe, MC

Northern BC Tourism Association Annual Update & AGM – Clint Fraser

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

Tourism Industry Association of BC – Amber Pampou

Amber will discuss the key issues and opportunities shaping BC's visitor economy, highlighting TIABC's advocacy efforts, current industry priorities, and opportunities for collaboration with tourism stakeholders and all levels of government. She will also engage summit delegates in a conversation about the priorities and challenges facing tourism in northern BC.



Weds Oct 21

Ministry of Tourism, Arts, Culture and Sport

Learn how the province's Look West: Tourism Sector Action Plan is creating the conditions for long-term growth in tourism, attract investment, and strengthen communities.

Tourism Industry Showcase

Hear directly from northern BC communities and tourism operators about the initiatives, partnerships, and innovative work they have undertaken to drive tourism forward across the region.

Lunch

Conner Galway – Keynote

Conner will explore how artificial intelligence is transforming tourism marketing, visitor engagement, and business operations. Drawing on more than 15 years of experience and work with over 1,000 tourism organizations across North America, he'll share practical, real world applications of AI that can help tourism businesses work more efficiently, strengthen marketing efforts, and prepare for the future of the visitor economy.

Industry Bragging Sessions

Hear directly from northern BC communities and tourism operators about the initiatives, partnerships, and innovative work they have undertaken to drive tourism forward across the region.



Weds Oct 21

Indigenous Tourism of BC

Representatives from Indigenous Tourism BC will share the latest updates on Indigenous tourism in British Columbia, highlighting opportunities for collaboration, industry growth, and the continued advancement of authentic Indigenous tourism experiences across the province.

Tourism Industry Showcase

Hear directly from northern BC communities and tourism operators about the initiatives, partnerships, and innovative work they have undertaken to drive tourism forward across the region.

Travel Trade Panel

Join NBCTA's Travel Trade & Media Specialist, Dustin Ruth, for a panel discussion with travel trade professionals exploring current trends, market opportunities, and practical strategies for growing visitation through the travel trade industry.

Networking Event

Bites, flights, and sights downtown Prince George.



Thurs Oct 22

Breakfast

Destination BC

Representatives from Destination BC will provide updates on tourism research, market trends, and destination marketing, including the ongoing development of The Great Wilderness and Infinite Coast Icons, and how communities and tourism businesses can align with these destination development initiatives.

Interpretive Design

Robin Anderson of AldrichPears Associates explores how interpretation, storytelling, and visitor-focused design create memorable destinations and experiences that deepen visitor connections and inspire people to explore more.

Break

Tourism Industry Showcase

Hear directly from northern BC communities and tourism operators about the initiatives, partnerships, and innovative work they have undertaken to drive tourism forward across the region.



Thurs Oct 22

Tom Herbst – Keynote

The strongest brands don't simply tell compelling stories, they deliver them. Drawing on his experience guiding iconic brands including The North Face and Athleta, Tom Herbst explores why the most effective marketing isn't created through advertising, but through every interaction, every experience, and every person representing your brand. Discover how authentic experiences, strong culture, and purpose-driven leadership build trust, inspire loyalty, and turn visitors into lifelong ambassadors, regardless of your marketing budget.