

RELEASE DATE: July 15, 2020

## **Support PG launches staycation packages to encourage local tourism**

PRINCE GEORGE – The Support PG initiative has launched new staycation packages to encourage local and regional travel and drive traffic to Prince George businesses.

The Support PG staycation packages were developed through a collaboration of local businesses, accommodations, tour operators, and attractions. Local residents will be encouraged to explore their own backyard and experience Prince George through a visitor's eyes, all while staying close to home.

With more packages expected to launch in the coming weeks, the current roster of bookable experiences includes:

- **The Mid-Week Camping Pack** – (\$125) Enjoy a fabulous two night mid-week family staycation at Salmon Valley Campground. Upon your arrival, you will receive a Birch and Boar Camping pack and dessert from Rocky Mountain Chocolate Factory.
- **Love is in the Air** – (\$200) Enjoy a Wine Flight at the Northern Lights Estate Winery and a \$50 NLEW Bistro Gift Certificate. After your romantic tasting at the winery enjoy a night away with your sweetheart at the Ramada Plaza by Wyndham Prince George and experience luxurious comfort in their newly renovated premiere king rooms.
- **Girls' Night Out** – (\$120/person based on 4 people) This one of kind experience offers a private table-side Wine Tasting hosted by a Northern Lights Estate Winery Guide. The tasting comes with a private table, a 20-minute Wine Tasting which includes four one-ounce wine samples and one six-ounce glass of wine to enjoy with an individually plated Ploughman Platter for each guest. After finishing your Wine Tasting wind down your evening with an overnight stay for four at the Ramada Plaza by Wyndham Prince George.
- **Romantic Weekend Getaway** – (\$250+ based on double occupancy) Enjoy a one night stay in a deluxe two queen guestroom and take in all the amenities the Prestige Treasure Cove Resort has to offer. Your stay includes a bottle of red or white wine, two individual boxes of chocolates, a dozen roses, and a complimentary 1 pm late check-out. To make the evening even more memorable, add two hours of luxurious limousine service.

A dedicated webpage for booking the staycation packages has been added to the Support PG website. Launched in April, the website gives businesses access to all COVID-19 support resources in one centralized location and provides links to business events, health and wellness

information, and good news stories. Complementing the website, a marketing campaign was designed to promote local businesses by encouraging residents of Prince George to shop local.

To learn more and book a Support PG staycation package, visit [www.supportpg.ca/prince-george-staycation-packages](http://www.supportpg.ca/prince-george-staycation-packages). If you are a local business and would like to be involved in developing a new staycation package, please email [info@supportpg.ca](mailto:info@supportpg.ca).

-30-

**Photo caption:** Enjoy a mid-week camping package at Salmon Valley Campground, one of the venues included in Support PG's new staycation packages.

**Photo credit:** Photo supplied by Support PG.

*For more information:*

Camila Sanchez  
Media Relations | Support PG  
[info@supportpg.ca](mailto:info@supportpg.ca)  
250-640-8483 cell

### **About Support PG:**

Building off the success of the Support PG initiative, initially developed by the Prince George Chamber of Commerce, eleven organizations have partnered to provide support during these challenging times. The partners represent a cross-section of Prince George agencies with direct stakes in supporting the local economy:

- Prince George Chamber of Commerce
- City of Prince George
- Tourism Prince George
- Downtown Prince George
- Community Futures Fraser-Fort George
- Prince George Airport Authority
- Women's Enterprise Centre
- Aboriginal Business Development Corporation
- College of New Caledonia
- University of Northern British Columbia
- Northern BC Tourism Association

The partners have created and launched a website aimed at giving businesses access to all COVID-19 support resources in one centralized location - providing residents with information about how to #SupportPG businesses during the pandemic. The website also provides links to



## NEWS RELEASE

webinars, funding sources, human resource support, health and wellness information, and contact details for people to call if they are struggling to find the programs or support they need.