



For Immediate Release

Feb. 23, 2017

**Hi-resolution photos available upon request*

Royal Roads University Named Winner of the 2017 Winning Pitch Competition

Victoria, BC – The team from Royal Roads University’s Bachelor of International Hotel Management Program was announced as the winner of this year’s provincial Winning Pitch competition with their “Connect to Adventure” business plan at the BC Tourism Industry Conference today.

The Winning Pitch, hosted by go2HR, BC’s tourism human resource association, is a post-secondary student case competition. This year, student teams from post-secondary institutions around BC developed a proposal and business plan for a new activity-based tourism business or service that would align with the regional and provincial destination development strategies.

Royal Roads University’s team, made up of students Annie Luke, Lindsay Henderson, and Darya Nikulenkova, took home gold and a prize of \$1,000 with their proposal of “Connect to Adventure”, a mobile app that allows potential visitors to connect with agri-tourism businesses on Vancouver Island.

Fourteen teams from nine post-secondary schools presented their solutions to an industry judging panel at regional competitions held in the Thompson Okanagan, Vancouver Island, and Vancouver Coast and Mountains. The winner from each regional competition competed at the provincial finals, held at the BC Tourism Industry Conference yesterday.

The finalists, which included Okanagan College, BCIT School of Business, and Royal Roads University, presented their refined business plans, which was further adapted to align with the provincial *Accessibility 2024* strategy, to the conference delegates and a panel of judges including James Terry from Tourism Industry Partners, JJ Belanger from Crystal Cove Beach Resort, and Wendy Magnes from Destination British Columbia.

The Okanagan College team took Silver with their proposal of “Pioneer Adventure Company”, a premium cycle tour based out of the South Okanagan. Bronze went to BCIT for their proposal of “Visit the Valley”, a bus tour connecting people in urban centres with a series of farm-based activities in the Fraser Valley.

The judges noted that the quality of all of the proposals was outstanding and declared that the future of the industry is in good hands.

About go2HR

go2HR is BC’s tourism human resource association, responsible for coordinating the BC Tourism Labour Market Strategy and providing programs and resources in the area of recruitment, retention and training. Working in partnership with WorkSafeBC, go2HR is also the health and safety resource for BC’s tourism and hospitality industry, and the certifying partner for the Certificate of Recognition (COR) Program. For more information, visit www.go2hr.ca.

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