

**For Immediate Release**

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*\*Low-resolution photo attached. Hi-res photos available upon request.*

**BCIT Wins 2018/19 Regional Tourism Student Case Competition**

**Vancouver, BC** – A student team from BCIT was crowned the winner of the regional Vancouver, Coast and Mountains Winning Pitch competition.

[The Winning Pitch](#), organized and presented by go2HR, BC's tourism human resource association, is a post-secondary student case competition. This year, student teams had to develop a new product or service that supports the development of accessible tourism opportunities in the Vancouver, Coast and Mountains region.

Four teams from BCIT, Capilano University, and Douglas College had 10 minutes each to present their high-level business concept to an industry judging panel, consisting of:

- Walt Judas – CEO, Tourism Industry Association of BC
- Kevin Pearce – President & Owner, Landsea Tours & Adventures
- Leona Zheng – Sales Manager, Global Receptive Tour Operators, Destination BC

The BCIT team, made up of students Eleanor Canning, Zophia Espinosa, Caitlin Ledingham, and Marni Weinstein took home first place with their proposal of “Reel YVR”. Capilano University's team came in second place with their proposal of “No Barriers BC”, presented by students Het Desai, Joe Kannath, and Ashish Mishra.

To supplement their knowledge and insight around accessible tourism, students were able to draw on the mentorship and expertise of Nancy Harris, Regional Development Liaison, Spinal Cord Injury BC, who was impressed with “how all teams in a short amount of time were able to incorporate universal design and accessibility into a viable delivery model”.

The judges agreed. “Every one of these business ideas was creative and has the great potential to be successful as a business,” said Kevin Pearce. “All of the teams found unique ways to incorporate accessibility in their business models without relying solely on that,” added Walt Judas.

“Part of our mandate is to provide a platform for students to showcase their skills to the industry,” said Arlene Keis, CEO of go2HR. “We applaud the competing teams for taking on the challenge of the Winning Pitch and displaying such consideration and insight in their ideas to support the industry.”

The winning team will represent the region at the provincial finals, which will take place at the 2019 BC Tourism Industry Conference in Vancouver in February. The Winning Pitch competition is sponsored by Partners in Tourism Society and Destination British Columbia, with Pacific Gateway Hotel as a regional sponsor.

## **About go2HR**

go2HR is BC's tourism human resource association, responsible for coordinating the BC Tourism Labour Market Strategy. go2HR provides tourism employers with resources in the area of recruitment and retention, as well as training and certification programs to develop relevant skills for prospective and current tourism and hospitality employees. For more information, visit [www.go2hr.ca](http://www.go2hr.ca).

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