

## For Immediate Release

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

### **Vancouver Island University Wins 2018/19 Regional Tourism Student Case Competition**

**Victoria, BC** – A student team from Vancouver Island University (VIU) was crowned the winner of the regional Vancouver Island Winning Pitch competition on Saturday, held at Royal Roads University.

[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 Island region.

Four teams from North Island College, Royal Roads University, and VIU had 10 minutes each to present their high-level business concept to an industry judging panel, consisting of:

- Ben Duthie – General Manager, Prince of Whales Whale & Wildlife Adventures
- Carinna Kenigsberg – Manager, Community Partnerships, Power to Be
- Calum Matthews – Community & Industry Specialist, Tourism Vancouver Island

The VIU team, made up of students Emma Burnard, Angela Guerreiro, Flynn Saunderson, and Samantha Vine took home first place with their proposal of “Reach Vancouver Island”. Royal Roads University's team came in a close second, with their concept “UCAN Software and Services”.

“I really liked seeing the teams think about what inclusion meant to them as individuals as well as the tourism industry, and find an innovative path to accentuate what accessible tourism could look and feel like,” said Carinna Kenigsberg.

“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 Tourism Vancouver Island as a regional sponsor. 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.

### **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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