



## **A Release from Gitxaala Enterprises Corporation and BC Lottery Corporation**

### **FOR IMMEDIATE RELEASE**

### **Gitxaala Enterprises Announces Plan to Transform Chances Prince Rupert and the Crest Hotel into Northern BC's Premier Resort Destination**

Grand reopening marks over \$2 million in first-year investments and introduces a long-term vision, supported by strategic land agreements, to establish Northern BC's only fully integrated Indigenous-owned resort destination.

**PRINCE RUPERT, BC, May 11, 2026** — Gitxaala Enterprises Corporation (GECO) will mark the grand reopening of Chances Prince Rupert on May 14, the only Indigenous-owned casino in Northern BC, alongside the Crest Convention Centre. The announcement will also introduce a long-term plan to unite the properties with the neighbouring Crest Hotel into a combined resort destination.

Situated along the coastline overlooking Prince Rupert Harbour, the properties are located in a place of deep historical and cultural significance to the Gitxaala People, where land, water, and identity are deeply interconnected. Known as Git Lax M'oon, the People of the Saltwater, Gitxaala have lived in relationship with these coastal environments since time immemorial. This setting, defined by expansive ocean views and the natural rhythm of the harbour, will play a central role in shaping the future resort experience.

In partnership with BC Lottery Corporation (BCLC) and in close collaboration with the City of Prince Rupert, Gitxaala Enterprises is advancing a new chapter not only for Chances Prince Rupert and the Crest Hotel, but for the Nation's continued leadership in economic development grounded in place, culture, and community.

### **A Vision for Northern BC**

Working in close partnership with the City of Prince Rupert, GECO has finalized two land agreements that form the foundation of its long-term plan to bring together Chances and the Crest Hotel into one cohesive resort. These agreements include the purchase of the laneway between the two properties, and the purchase of the casino parking lot, a portion of which was municipally owned.

These agreements reflect a shared commitment between Gitxaala Enterprises and the City to support long-term economic development in Prince Rupert and unlock the full potential of this waterfront location.



When complete, the combined development will bring together the Crest Hotel, including its restaurant, lounge, convention centre, and planned spa, with Chances casino and sports bar to create a united resort destination. This offering will deliver an elevated guest experience not currently available anywhere north of the Okanagan, establishing the property as one of Northern BC's premier hospitality and event destinations. Positioned above the harbour with unmatched views of Prince Rupert's waterfront, the property will be defined by its connection to place, thoughtful design, and the surrounding coastal landscape.

Together, the Crest Hotel and Chances Prince Rupert currently support approximately 150 employees, making the properties a significant local employer. As Gitxaala Enterprises continues to invest in the future resort destination, the long-term vision is expected to create additional employment opportunities in hospitality, food and beverage, gaming, events, wellness, and guest services, while strengthening Prince Rupert's role as a destination for tourism, conferences, and major events.

"This work reflects our responsibility as Gitxaala people to create opportunities for our Nation while remaining grounded in who we are and where we come from. The investments we are making here are about building a strong future for our people, creating opportunities for our youth, and ensuring our presence and leadership are reflected throughout our territory."  
— GECO Board Chair & Elected Chief Lou Ga Gwelks (Linda Innes), Gitxaala Nation

## **\$2 Million in First-Year Improvements**

Since acquiring Chances Prince Rupert in February 2025, GECO and BCLC have jointly invested in more than \$2 million worth of improvements to the property.

Enhancements to the gaming floor include new slot machines and electronic tables, along with updated seating and finishes. The Crest Convention Centre has also been upgraded with a new commercial kitchen, polished concrete floors inspired by the surrounding cliffside landscape, and cedar columns and trim that reflect Gitxaala culture and connection to territory. Exterior siding and gutter repairs, along with a fresh coat of paint, complete the transformation.

"This grand re-opening is more than a one-day celebration, it's a demonstration of Gitxaala Enterprises' commitment to building the premier hospitality destination for Northern BC. The investment we are making in bringing together the Crest Hotel, convention centre, and casino will further position Prince Rupert as a hub for tourism, conferences, and major events."  
— Michael Uehara, CEO, Gitxaala Enterprises Corporation

"BCLC is proud to partner with GECO in continuing to improve the guest experience at Chances Prince Rupert and to support the delivery of critical gambling revenue for the city. Since 2007, almost \$8 million in provincial gambling revenue has been shared with the City of Prince Rupert



for hosting Chances Prince Rupert. Last year alone, the city used more than \$500,000 of this funding to support local initiatives for arts and culture, recreation, community programs and infrastructure. We are pleased to see how these contributions help strengthen the community of Prince Rupert for residents and visitors alike.”

— Pat Davis, President and Chief Executive Officer, BC Lottery Corporation

“Gitxaala is breathing life into Prince Rupert through its many Indigenous-owned and operated enterprises. They invest locally. They hire locally. Profits are reinvested locally to the benefit of all. That’s worth celebrating!”

— Mayor Herb Pond, City of Prince Rupert

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