

Destination Greater Victoria appoints MMGY Global as its inaugural UK PR in-market representative

Monday 15 July 2024, London – Destination Greater Victoria, the not-for-profit industry association responsible for the development and promotion of tourism in Greater Victoria, British Columbia, has appointed MMGY Global as its inaugural in-market communications agency to drive its PR strategy in the UK.

As representation specialists with over 40 years experience in the travel and tourism industry and servicing more than 30 countries, MMGY Global’s strategy will leverage its industry expertise and relationships in positioning iconic and emerging destinations to launch Destination Greater Victoria to the UK market.

Upon arriving in Greater Victoria, visitors will immediately sense the region's strong emphasis on local culture and sustainability. The vibrant culinary scene features Vancouver Island's finest produce, showcased prominently in Canada's first Chinatown, farm-to-table dining experiences and diverse food trails. 70% of the hotels in the region are independently owned boutique establishments, offering every type of traveller their ideal stay. Warm and knowledgeable local guides lead a variety of adventures in the stunning natural surroundings, where adventures from hiking and biking to whale watching and bear spotting await.

Destination Greater Victoria CEO, Paul Nursey said: “We are thrilled to announce our collaboration with MMGY Global to launch Destination Greater Victoria to the UK market. We have already established a strong relationship with the wider company, working with them since 2021, and this new partnership with their UK experts further cements this growing relationship. We trust that the team of industry leaders will continue to capitalise on their expertise to establish Destination Greater Victoria as a must-see destination for UK travellers.”

Caroline Moultrie, President, MMGY Global EMEA, commented: “We are delighted to have been granted this exciting opportunity to introduce UK travellers to the incredible Greater Victoria area, a vibrant region located in Canada’s Vancouver Island. We are proud to represent a destination that champions sustainability, preserves indigenous culture, and offers unforgettable adventures. We look forward to curating and implementing an impactful PR strategy to help drive awareness of Greater Victoria within the UK market.”

For more information on Destination Greater Victoria visit: www.tourismvictoria.com

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About Destination Greater Victoria

Destination Greater Victoria is the official not-for-profit destination marketing organisation, partnering with over 900 local businesses to drive sustainable growth in Greater Victoria.

Located on Canada's Vancouver Island, Victoria, British Columbia, is a unique blend of old-world charm and new-world experiences. Visitors can enjoy heritage architecture, colourful gardens and a variety of activities such as whale watching, kayaking, hiking, cycling and golf.

Known for its culinary excellence and award-winning beverages, Victoria boasts Canada's mildest climate, year-round greenery, and stunning natural beauty. Recognised for its sustainability efforts with a Responsible Tourism Institutes Biosphere certification, Victoria lies on the ancestral lands of the Lekwungen-speaking peoples of the Esquimalt Nation and Songhees Nation.

www.tourismvictoria.com

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