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FOR IMMEDIATE RELEASE

SOUTHERN GULF ISLANDS MAKES NEW YORK TIMES 52 PLACES TO GO IN 2016

Victoria, B.C. – From the rocky coast and pebble beaches to rolling pastures and forested peaks, the *New York Times* names the Southern Gulf Islands as one of their *52 Places to Go in 2016*, making it one of only two Canadian locations to make the cut.

The New York Times annual *52 Places to Go* aims to narrow down travel choices for readers. The Southern Gulf Islands is described as having winding roads leading from farms and wineries to cheeseries, breweries and artist studios. Each of the dozen islands is noted as having its own character.

Tourism Victoria's Media Relations department works with journalists from around the world, including the journalist who wrote the piece on the Southern Gulf Islands. The team also assisted with another recent piece of coverage in the New York Times entitled [In Victoria, British Columbia, Where to Go on Trounce Alley](#). This article describes Trounce Alley as a tiny Euro-chic pedestrian passage connecting two busy downtown thoroughfares. The New York Times circulation is 2.1 million daily in print and 152.5 million unique views per month online.

"I am very proud of our team's role in both pieces of coverage," says Paul Nursey, President & CEO of Tourism Victoria. "It is a massive honour to have the Greater Victoria region recognized not once but twice in the New York Times within a few months. It shows people recognize the incredible amount of experiences the entire region holds for visitors, which in turn leads to extending length of stay. At Tourism Victoria we're working hard to carry the momentum of this coverage forward through the off-peak season."

Up next for Tourism Victoria's Media Relations team is a focus on romance to drive visitation through January and February. The team is reaching out to key media with *Dirty Dozen* bouquets of red roses with a "dirty" story idea tied to each stem. Stories range from the *Sex and Scandals Discover the Past* walking tour to the warm mud treatment at Brentwood Spa to the *Naughty Romance Package* at the Inn at Laurel Point

To view the full *52 Places to Go in 2016* article, please click [here](#).

About Tourism Victoria

The Greater Victoria Visitors & Convention Bureau (Tourism Victoria) is the official not-for-profit destination marketing organization that works in partnership with over 880 business members and municipalities in Greater Victoria and surrounding communities in British Columbia, Canada.

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