

September 4, 2018

## **Tourism Victoria announces brand refresh and company trading name change**

**VICTORIA, B.C.** – Tourism Victoria announced a new tourism brand for the Greater Victoria area to better reflect the changing, globally recognized travel destination, as well as a company trading name change to Destination Greater Victoria to better represent the customer experience in Greater Victoria, its regional members and marketing initiatives.

“The brand refresh is the culmination of deep engagement and consultation with the community and research with customers,” said Paul Nurse, President and CEO of Tourism Victoria. “The process involved identifying who we are as destination – what values we possess, how we see ourselves and what sets us apart from other destinations to the customer. The result is a brand that will serve Greater Victoria for years to come.”

After a rigorous RFP process, Tourism Victoria engaged Destination Think!, an international agency specializing in destination promotion and development. Over the course of six months Destination Think! led engagement workshops with Greater Victoria residents and businesses, as well as conducted sentiment analyses and consumer surveys in target markets. This work created a brand story centred on Greater Victoria’s timeless beauty, built environment and connections to the Salish Sea. Destination Greater Victoria will use the tagline “Oceans apart from ordinary” in its upcoming marketing campaigns.

The decision to update the company trading name from Tourism Victoria to Destination Greater Victoria is due to the evolving nature of the organization’s business. Most tourism boards have incorporated a destination management function and their names reference this responsibility. Examples include Destination Canada, Destination BC and Destination New South Wales. Over one quarter of Tourism Victoria’s members are located outside of the City of Victoria or District of Saanich. Focused marketing campaigns such as the Pacific Marine Circle Route encompass the south Vancouver Island region and encourage the customer to explore further, visit again and visit more frequently.

“Most importantly we want our customers and travelers to experience the whole region” continued Nurse. “We have amazing attractions throughout the region. The company trading name change provides a platform for cohesive regional marketing strategies moving forward. This will leave customers with a sense that there is more to see and do, and with a desire to come back sooner.”

The brand refresh will also extend to existing Tourism Victoria sub-brands. This includes Business Events Victoria, Greater Victoria Sports Tourism Commission, Greater Victoria Visitor Centre and Greater Victoria Membership.

Tourism Victoria’s brand refresh and trading name change follows recent announcements showing strong public support for tourism in Greater Victoria. An Insights West poll in July 2018 showed 99 percent of respondents view tourism as “very important” or “important” for the region. An InterVistas study released in May 2018 showed tourism in Greater Victoria employs over 22,000 people and has a total economic output of \$2.3 billion.

Tourism Victoria’s Board of Directors, representing its members and government partners, approved the brand refresh work at a meeting held July 9, 2018.

The announcement and technical briefing were made at Destination Greater Victoria's corporate office early today. There will also be a detailed brand refresh presentation for Destination Greater Victoria members on September 12. The new brand work will begin appearing in marketing campaigns this fall.

**Destination Greater Victoria** (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

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## BACKGROUNDER

Destination Greater Victoria logo

**DESTINATION GREATER  
VICTORIA**

Destination Greater Victoria business unit logos

GREATER  
**VICTORIA**  
VISITOR CENTRE

GREATER  
**VICTORIA**  
MEMBERSHIP

GREATER  
**VICTORIA**  
SPORT TOURISM COMMISSION

BUSINESS EVENTS  
**VICTORIA**