

January 8, 2019

Victoria Conference Centre increases number of delegate days in 2018

VICTORIA, B.C. – Statistics for the Victoria Conference Centre (VCC) released today show an increased number of delegate days for meetings, events and conferences at the facility in 2018 when compared to 2017 numbers. Delegate days is a measure of attendance at meetings, events and conferences. The VCC also had its highest number of delegate days since 2009. Year-end numbers for other categories such as total room nights created, and total delegate spend also reveal robust VCC business.

“The Business Events Victoria team have worked hard to attract meetings, events and conferences from organizations located across North America, providing year-round business for the community” said Paul Nursey, CEO of Destination Greater Victoria. “Strong meetings, events and conferences business fills our hotels and restaurants, and allows us to showcase the destination to visitors who may not have considered Greater Victoria in their travel plans.”

“One of the best governance decisions Council made in the last term was to hand the responsibility for sales and marketing of the Victoria Conference Centre to Destination Greater Victoria,” said Mayor Lisa Helps. “Under their leadership there are an increased number of delegates visiting from around the world. This means there are more visitors taking home a lasting impression of the Victoria Conference Centre - creating a positive image of the city as a destination.”

The total number of delegate days at the VCC in 2018 was 121,430, surpassing the 108,836 delegate days in 2017. VCC delegates also created 36,930 in total room nights in Greater Victoria hotels, up from 26,399 in 2017. The total delegate spending for 2018 was \$54.6M, up from \$49M in 2017. These numbers mean stable and predictable revenue for the Greater Victoria accommodation sector and small- and medium-sized businesses. By and large the 2018 VCC numbers are also expected to be maintained in 2019. While there will invariably be some annual fluctuations, business booked for future years is pacing well.

On January 1, 2017, Destination Greater Victoria assumed leadership of the sales and marketing function of the VCC from the City of Victoria. The success in 2018 was a result of the strong partnership between Destination Greater Victoria and the City of Victoria, which continues to own and operate the facility. Examples of major meetings, events and conferences hosted at the VCC last year include the World Airline Road Race, Acoustical Society of America, IMPACT Sustainability Travel & Tourism Conference and Capital City Comic Con.

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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VICTORIA CONFERENCE CENTRE: BY THE NUMBERS

2017
108,836

TOTAL DELEGATE DAYS
(NON-RESIDENT)

2018
121,430



2017
26,399

TOTAL ROOM NIGHTS

2018
36,930



2017
\$49M

TOTAL ECONOMIC IMPACT
OF TOTAL EVENTS

2018
\$54.6M

