

May 27, 2019

Destination Greater Victoria supports salmon enhancement to mark Tourism Week

VICTORIA, B.C. – For the second consecutive year, Destination Greater Victoria is donating \$10,000 to the South Vancouver Island Anglers' Coalition (SVIAC) Sooke Chinook Enhancement Initiative. The donation helps SVIAC's continued efforts to increase adult Chinook salmon abundance, which is a key food source for Southern Resident Killer Whales (SRKWs). The grant also coincides with Tourism Week in Canada (May 26 – June 2, 2019).

The Sooke Chinook Enhancement Initiative began in 2017, when SVIAC released 210,000 juvenile Chinook salmon into the Sooke Basin. Southern Resident Killer Whales feed primarily on Chinook salmon. The most recent SRKW count found 75 individual whales. It is believed declining prey availability is affecting the SRKWs' ability to increase their numbers. Following the successful release of 503,000 Chinook salmon smolts in 2018, SVIAC will be releasing another 530,000 in 2019.

"Destination Greater Victoria is proud to once again partner with the South Vancouver Island Anglers' Coalition on this important project" said Paul Nursey, CEO of Destination Greater Victoria. "Southern Resident Killer Whales and Chinook salmon are important to our local ecosystems, and the community of Greater Victoria feels strongly that efforts are made to enhance their populations. The Sooke Chinook Enhancement Initiative is our way to support this worthy cause."

"On behalf of the South Vancouver Island Anglers' Coalition, I would like to thank Destination Greater Victoria for their generous donation" said Chris Bos, President of the South Vancouver Island Anglers' Coalition. "The Sooke Chinook Enhancement Initiative is a community project led by residents of Greater Victoria. We want to do our part to protect and foster the Southern Resident Killer Whale population in our waters."

Tourism Week in Canada is celebrated by the tourism industry across the country. The objective of Tourism Week in Canada is to showcase the economic impact and social benefits of Canada's tourism industry, as well as communicating current public policy issues to decision-makers to further growth in one of Canada's most important economic industries. In Greater Victoria, tourism employs over 22,000 people and has an annual economic impact of \$2.3 billion.

Destination Greater Victoria has a focus on destination management and advocates for its members on many public policy issues. It is committed to furthering sustainable tourism and promoting a sustainable destination. For example, in January 2019 Destination Greater Victoria co-hosted the IMPACT Sustainability Travel & Tourism Conference for a second year in a row.

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.

South Vancouver Island Anglers Coalition is an independent, not-for-profit angling advocacy society. SVIAC's efforts and initiatives are dedicated exclusively to ensure there will be abundant fish, healthy productive habitat and thriving public fisheries in our region for generations to come.

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