

June 25, 2020

Destination Greater Victoria Launches Marketing Campaign for Visitor Economy Reopening

VICTORIA, B.C. – As the Greater Victoria visitor economy reopens and British Columbians can travel again, Destination Greater Victoria has launched a marketing campaign designed to attract visitors from Vancouver Island and the Lower Mainland. Titled “Reconnect”, the campaign’s focus is for visitors to reconnect to nature, special places, and favourite restaurants and social activities they enjoyed prior to the COVID-19 pandemic. The campaign will run from June 29, 2020 to September 2020.

The campaign includes partnerships between Destination Greater Victoria, the Victoria Hotel Destination Marketing Association (VHDMA) and CHEK. This paid media campaign is focused on the Vancouver Island and Lower Mainland markets but could be expanded to additional geographic regions. The “Reconnect” campaign also includes a promotion for a free \$75 pre-paid Visa card with a two-night stay at a VHDMA-member hotel. The pre-paid Visa card is an initiative of the VHDMA and can be used for accommodation, dining, shopping, attractions and more.

“This summer our valued guests and visitors will be ready to spend time with friends and family, and what better place to do that than in Greater Victoria” said Paul Nursey, CEO of Destination Greater Victoria. “I have also spoken to many local establishments that are ready to welcome customers again, so this campaign is timely. I would like to thank our partners at the Victoria Hotel Destination Marketing Association for generously supporting the \$75 pre-paid Visa card based on a two-night stay. This is a very generous give back to the community directly from our hotel partners and will stimulate local recovery. I am also very grateful for our partners at Destination Canada and CHEK for helping make this campaign possible.”

“The Victoria Hotel Destination Marketing Association is excited to welcome visitors to Greater Victoria again” said Stephen Roughley, Chair of the Victoria Hotel Destination Marketing Association and GM, Victoria Marriott Inner Harbour. “As we emerge from the COVID-19 pandemic people will be looking to travel. This campaign will present Greater Victoria as an attractive and desirable regional getaway. Hotels have long partnered with destination marketing organizations through various funding mechanisms for the common benefit of the cities we call home. We are delighted to be sponsoring the \$75 pre-paid Visa card initiative for this campaign. It will bring vitality and much needed new spending revenue to small businesses across Greater Victoria. We feel this demonstrates the true essence of what we are - true hospitality professionals.”

In partnership with Destination Greater Victoria, CHEK will produce and present a collection of 15, 30-second commercials featuring 45 Destination Greater Victoria member-businesses. As a local television station with reach across Vancouver Island and the Lower Mainland, CHEK is in a unique position to promote the “Reconnect” campaign, helping drive stays and energize Greater Victoria small businesses.

“As a community partner CHEK is proud to support our local tourism and small businesses sectors” said Rob Germain, GM/CEO of CHEK. “The COVID-19 pandemic has hit many in Greater Victoria hard and it is important that CHEK support and contribute to our economic recovery.”

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The "Reconnect" marketing campaign is supplemented with social media and additional paid advertising, blog content and video. This includes an advertising campaign with Bell Media. There is also a Destination Greater Victoria campaign video. Destination Greater Victoria's contribution to this marketing campaign is made possible by financial contributions to the organization from Destination Canada and Destination BC. For more information on the "Reconnect" campaign, please visit:

<https://www.tourismvictoria.com/reconnect>

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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