

February 3, 2021

Destination Greater Victoria Achieves Carbon Neutral Designation

VICTORIA, B.C. – Destination Greater Victoria has achieved a Carbon Neutral designation from leading climate advisory services company Offsetters. It is the first major destination marketing organization or convention and visitors' bureau in North America to reach this milestone. This official designation follows previous work by Destination Greater Victoria to reduce its greenhouse gas emissions.

"Reducing our carbon footprint and promoting sustainability have become key values for Destination Greater Victoria" said Paul Nursey, CEO – Destination Greater Victoria. "Despite the significant negative impacts of the COVID-19 pandemic during the past year and the difficult business climate it has created, we felt it was important to demonstrate on behalf of industry just how committed we are to sustainability."

To attain the Carbon Neutral designation, Destination Greater Victoria worked closely with Offsetters, Canada's leading carbon management solutions provider. The purpose of this relationship was to understand Destination Greater Victoria's total carbon dioxide and greenhouse gas emissions, to reduce them as much as possible and offset the difference by contributing to a carbon offset project that prevents the equivalent amount of emissions from being released into the atmosphere. Destination Greater Victoria offset its flight emissions for 2018 and 2019, and moved to offsetting all material emissions in 2020, achieving Carbon Neutral status for 2021. Offsetters' projects are verified and validated by third parties to ensure that the emission reductions are real, additional and permanent.

"Destination Greater Victoria has already demonstrated thought leadership through the creation of the IMPACT Sustainability Travel & Tourism Conference" said City of Victoria Mayor Lisa Helps. "It's great to see the organization take the important next step in achieving carbon neutrality. I'm so proud that even though the industry is struggling significantly through COVID-19 that Destination Greater Victoria hasn't wavered on their climate commitments. Every little bit helps the City to meet our Climate Leadership Plan targets."

Through its offsets, Destination Greater Victoria supports [The Great Bear Rainforest Project](#). The Great Bear Rainforest is home to the largest intact coastal temperate rainforest remaining in the world. The resources of the Great Bear are vast and valuable to Coastal First Nations, environmental groups, forest companies and governments. Together, these groups have adopted an Ecosystem Based Management (EBM) approach that values the forest not as a source of lumber alone, but as a balanced system that sustains biodiversity and an enriched community.

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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