

March 4, 2021

## **“I’m In! Victoria.” Program Launched to Support Local Tourism Businesses**

**VICTORIA, B.C.** – Following a year of decreased revenue for many local tourism businesses, Destination Greater Victoria has launched a new promotional campaign called **I’m In! Victoria.** to drive awareness of tourism businesses struggling due to the COVID-19 pandemic. The **I’m In! Victoria.** campaign runs until the end of March.

Destination Greater Victoria is working collaboratively with the City of Victoria, Downtown Victoria Business Association, Attractions Victoria, The Hotel Association of Greater Victoria, and other stakeholders to connect tourism business to the local consumer and drive incremental revenue during a traditional shoulder season. The aim is to help businesses with cash flow during the most challenging days of winter and spring and create a pathway for recovery in summer.

“The Greater Victoria visitor economy has faced significant challenges over the past twelve months” said Paul Nursey, CEO – Destination Greater Victoria. “We need to support our members and tourism businesses – the entrepreneurs whose livelihood depends on revenue. Further, these tourism businesses will provide a firm foundation for economic recovery. Greater Victoria offers some one-of-a-kind experiences that are only found here. If we don’t support them, they won’t be around for us to enjoy in the future.”

The intent is to give shoppers an incentive to support local during the winter and spring. Offers might include a discount, annual membership offers or gift certificates for future use. These offers will be promoted on the Destination Greater Victoria Deals & Promotions page and the **I’m In! Victoria.** landing page. The campaign is a \$200,000 investment and will support local media in their recovery as well.

**I’m In! Victoria.** has two distinct but equally powerful meanings. It can be read as a statement of commitment to our vibrant destination’s businesses (*I’m invested in Victoria.*), or as a reminder of where we live and all it has to offer (*I’m in Victoria*). The payoff for local customers is they will receive exclusive deals and can help the community prepare for summer when travel restrictions should relax.

- Destination Greater Victoria Deals & Promotions page: <https://www.tourismvictoria.com/deals-and-promotions>
- The **I’m In! Victoria.** landing page: <https://www.tourismvictoria.com/im-in-victoria>

**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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