

June 17, 2021

Destination Greater Victoria and CHEK News Partner to Promote Flavour Trails Initiative

VICTORIA, B.C. – Greater Victoria agritourism operators and restaurants will benefit from a new partnership between Destination Greater Victoria and CHEK News to promote farm-to-table and sea-to-table cuisine. Greater Victoria Flavour Trails Agritourism Experiences (Flavour Trails) is a collection of agritourism operators on the Saanich Peninsula and downtown Victoria restaurants. These businesses and operators grow, create, and serve a variety of local agricultural products. Destination Greater Victoria and CHEK News are partnering to create five 30-minute episodes featuring Flavour Trails businesses to help promote their products and drive visitation to Greater Victoria.

"I continually mention the tourism ecosystem and how Destination Greater Victoria's members are interconnected," said Paul Nursey, CEO - Destination Greater Victoria. "Agritourism is the perfect example. Through Flavour Trails we can promote our fantastic agritourism members but also showcase our leading downtown culinary offerings. By partnering with CHEK News and utilizing their ability to broadcast in the Lower Mainland and up Island, we can market the destination to regional travelers at a time they are critically needed."

"CHEK News is a proud community partner and has a history of supporting, promoting and highlighting what makes Greater Victoria such a special place," said Rob Germain, GM/CEO - CHEK News. "The Greater Victoria visitor economy has faced tremendous challenges during the COVID-19 pandemic. There are many jobs that rely on guests and patrons to generate revenue and operate. We want to do our part in welcoming these visitors back to Greater Victoria as travel is allowed once again."

The five 30-minute episodes will air at 6pm on June 19 and 26, as well as July 3, 7, and 10. Featured businesses include Country Bee Honey Farm, Category 12, Longview Farms, Nourish Kitchen & Café, Kildara Farms, Finest at Sea, Church and State Winery, Church and State Restaurant, The Courtney Room, Country Wools, Howl Brewing, Gardens at HCP, Charlotte and the Quail, Aura Restaurant, The Butchart Gardens, Sea Cider, Snowdon House, 10 Acres Farm, 10 Acres Bistro, Shaw Centre for the Salish Sea, Cascadia Seaweed, Caledonia Distillery, and Q Restaurant. Flavour Trails is also made possible by a grant from Western Economic Diversification Canada and through partnership with Capital Region Food and Agriculture Initiatives Roundtable (CRFAIR).

The Flavour Trails promotional video can be found here: <https://vimeo.com/560544150>

More information on Flavour Trails can be found at the Flavour Trails webpage here: <https://www.tourismvictoria.com/flavourtrails>

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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