

July 8, 2021

Destination Greater Victoria Purchases Northwest Deuce Days

VICTORIA, B.C. – Destination Greater Victoria and Northwest Deuce Days Owner/Chief Organizer Al Clark have agreed to a new relationship for the successful and popular Northwest Deuce Days classic car show. Under this new agreement, Destination Greater Victoria has purchased all assets, goodwill, and intellectual property associated with Northwest Deuce Days from Al Clark, who built an initially small community car show into the largest gathering of Deuce Coupes in the world. Previously taking place on the third weekend in July every three years, the event has an economic impact locally of \$2 million. Whereas Destination Greater Victoria previously sponsored and provided staff support to Northwest Deuce Days, going forward the region's destination marketing organization will take the lead and Al Clark will remain involved as a consultant, where his knowledge and expertise will be invaluable in organizing, as well as raising the profile of the event. The next Northwest Deuce Days will once again be a free, fun, event for residents of Greater Victoria and is scheduled for July 14-17, 2022.

Northwest Deuce Days attracts classic car owners from across North America and around the world. At the last event in 2019, spectators had the unique opportunity to view spectacular pre-1952 collector vehicles. Northwest Deuce Days is also the largest gathering of "Deuces" in the world - welcoming a record of over 600 Deuces in 2019. A Deuce is a hot rod produced in 1932, which enthusiasts simply call a Deuce after the "2" in 1932; the 1932 Ford being the most popular and recognizable Deuce.

"We couldn't be more excited for this new partnership. Visitor economy businesses are hurting and as the local destination marketing and management organization we are doing what we can to provide stability, predictability and future revenue while balancing the need for environmental sustainability," said Paul Nursey, CEO – Destination Greater Victoria. "We aim to strike that balance - driving business through the region but also continually working to improve how we operate. Al has built an amazing event – and not just one that brings thousands of visitors to the destination – but an event that is enjoyed by many residents as well. I would like to thank Al for his work building Northwest Deuce Days into the tremendous event it has become. This acquisition aligns with the role of a modern destination organization and our responsibilities as destination managers to attract high-yield visitors. We are pleased to have been able to preserve a treasured community event and build on its legacy for the benefit and enjoyment of residents and stakeholders."

"Northwest Deuce Days has been a labour of love. It is amazing to see the faces of people as the classic cars roll off the ferry to open the event," said Al Clark, noting that in 2019 two entire sailings of the MV Coho were booked by drivers of classic cars heading to Greater Victoria for the event. "This is a good time for me to take step back knowing that the spirit of the event, that was founded in friendships and shared passion for these iconic cars, lives on. Northwest Deuce Days has grown by leaps and bounds, and Destination Greater Victoria is well-positioned to build on the success of event."

"Victoria has a history of hosting amazing events and bringing people together in our downtown core," said Mayor Lisa Helps, City of Victoria. "For the Northwest Deuce Days, it is not just about the visitors that come from all over the world to our beautiful city, but the way it engages residents. This is another major sign of confidence in our downtown and great news for our tourism build back strategy."

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“The Greater Victoria hotel community is excited for the next Northwest Deuce Days in 2022,” said Bill Lewis, Chair of the Greater Victoria Hotel Association and General Manager, The Magnolia Hotel. “The COVID-19 pandemic has been difficult for those of us working in the visitor economy. The return of popular events like Northwest Deuce Days shows we are entering recovery and will welcome visitors from all over to the destination again.”

In 2019, Destination Greater Victoria undertook an economic impact study of the event and learned that visitor spending is not limited to the downtown core, as Northwest Deuce Days attendees patronize attractions in the region as well. In the months ahead, Destination Greater Victoria will hire an event planner with classic car expertise and knowledge. Additional plans include partnering with other local car clubs to establish car shows in downtown Victoria that create benefits in years when Northwest Deuce Days is not scheduled, as well as minimizing the event’s environmental footprint by operating in line with the DVBA’s Green Event Guide, including providing opportunities to offset emissions, engaging low-waste food and beverage vendors, and having water bottle refill and zero waste stations.

The purchase of Northwest Deuce Days by Destination Greater Victoria builds on its portfolio of owned or partnered events, including IMPACT Sustainability Travel & Tourism Conference, Capital City Comic Con and Dine Around & Stay in Town Victoria. These events are part of Destination Greater Victoria’s major events strategy to create predictable, ongoing business and community events through the organization.

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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BACKGROUNDER

- Owning and operating events like Northwest Deuce Days aligns with the strategic direction of Destination Greater Victoria. Modern destination marketing and management organizations run events to create and balance benefits for both residents and visitors. This strategy allows for a series of valued, demand driving events at a predictable time of the year. These events are non-biddable, stewarded by community stakeholders and cannot leave the community. When successfully executed, they provide a solid foundation of stability and predictability for all visitor economy stakeholders.
- The first Northwest Deuce Days event was held in 1998 in Kinsmen Gorge Park. There were 33 1932 Fords in attendance, and 72 other vehicles dating up to 1951.
- Al Clark, founder of Northwest Deuce Days, has contributed significantly to the Greater Victoria visitor economy. He was awarded a Destination Greater Victoria Life Member Award in 2016.
- Al Clark specializes in hand-building the classic 1932 Fords. Over the past three decades he estimates that he has custom built approximately 50 vehicles for people from around the world.
- Northwest Deuce Days in 2022 is the tenth Northwest Deuce Days, and it will have special significance as it is the 90th anniversary of the 'Deuces'.
- Ford made Deuces (the '32s) for only 9 months – from March 1932 to November 1932. The 1932 Ford is considered the most popular year vehicle Henry Ford ever made. It was the first V-8 and the first to have a grill in front of the radiator. They came in 14 body styles, the more common "5-window," and the rarer "3-window" de-luxe coupe that featured rear-hinged suicide doors.
- The show is a three-day event with attendees and visitors staying in the region for a minimum of five nights and typically tagging on trips to explore more parts of Vancouver Island. The largest gathering of these vehicles will take place throughout the Inner Harbour area.

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