

December 17, 2019

Destination Greater Victoria Looks Ahead to 2020

VICTORIA, B.C. - The Board of Directors of Destination Greater Victoria (DGV), the Capital Region's official not-for-profit tourism marketing organization, is pleased to announce that they have renewed their employment agreement with Chief Executive Officer, Paul Nursey.

"Paul's strengths include policy as well as strategy which has helped focus decision-making across the organization ensuring that we are a well-informed, nimble and fiscally responsible organization," said **Starr McMichael, Outgoing Chair of DGV Board, and President of Starboard Enterprises.** "When you have a well-functioning organization, you create space for meaningful engagement with members and with partners across the region. You make room for healthy exploration of constructive disruption to the status quo and make space for important anticipation of issues and opportunities. Under the direction of the Board, Paul moved forward with reengineering the organizational structure of DGV to align tactical lines of business with key performance metrics which improved efficiencies, strengthened the organization's accountability and transparency and made us much more agile and results-driven. Speaking on behalf of the Board, I am very pleased that Paul will continue working with us. Paul and his team are the engine room for the visitor economy and they are also the responsible stewards of the region that we call home. Striking this important balance is a priority for the Board."

Paul joined the organization, then Tourism Victoria, in January 2014 bringing with him a breadth of proven national and global tourism policy and operations experience. Under the direction of the Board, and working in partnership across the region, province and country, Paul has been instrumental in the strategic evolution of DGV- repositioning the organization and growing the region's tourism sector. Visitation has grown to approximately four million, and based on InterVISTAS' 2018 report, *Economic Impact of Tourism in Greater Victoria*, Greater Victoria has a \$2.3 billion tourism industry (in term of total economic output), contributes \$1.2 billion to GDP, contributes \$376 million in taxes, and supports 22,300 jobs.

Destination Greater Victoria is heading into 2020 with a strong and resilient foundation. "On day one, the Board challenged Paul to address the seasonality of tourism that has affected the sector for decades. We directed him to grow Victoria's visitor economy by attracting high-yield visitors on a year-round basis," explained **Dave Cowen, Past Chair DGV, and CEO of The**

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Butchart Gardens. “Paul’s vision, his strategies and tactics allowed us to mature as an organization and contribute in a more impactful way to the prosperity and wellbeing of Greater Victoria’s citizens and businesses. Paul has great tourism insight and business instincts, and working with the Board, his team and community partners, Paul has realized DGV’s goals to increase member engagement and cultivate a strong and resilient all-season tourism sector. Greater Victoria now enjoys multiple lines of tourism business that pull the entire sector in the same year-round direction. DGV’s promotion and support of quality experiences along with their drive to attract high-value visitation in the off-season has bolstered vibrancy across the entire region. The knock-on effects of having a healthy visitor economy twelve months of the year means a consistent demand for local goods, services and experiences, and in this way, Tourism positively impacts the economy of the entire region.”

Paul Nursey, CEO Destination Greater Victoria:

“I appreciate the ongoing confidence of the Board and I am very much looking forward to working with my lean, talented team and building on the momentum of the past several years. Tourism in the region has a strong foundation heading into 2020. Local knowledge and quality, collaborative partnerships have been key success factors for me as CEO and I am grateful for the mentoring leadership I have received from Starr McMichael, Board Chair, and all of my seasoned Directors, each one a very accomplished and passionate tourism professional. Their proven wisdom and guidance have been valued and trusted constants in my days since assuming the position of CEO of Destination Greater Victoria in 2014.”

BACKGROUND - 2019 TOURISM SNAPSHOT

- 1000 members
- 4.2-million overnight visitors
- More than 24,000 jobs for local residents – vast majority of them year-round
- More than \$425 K – direct taxation contribution
- Economic output (InterVISTAS 2018) \$2.3 Billion – local economic output

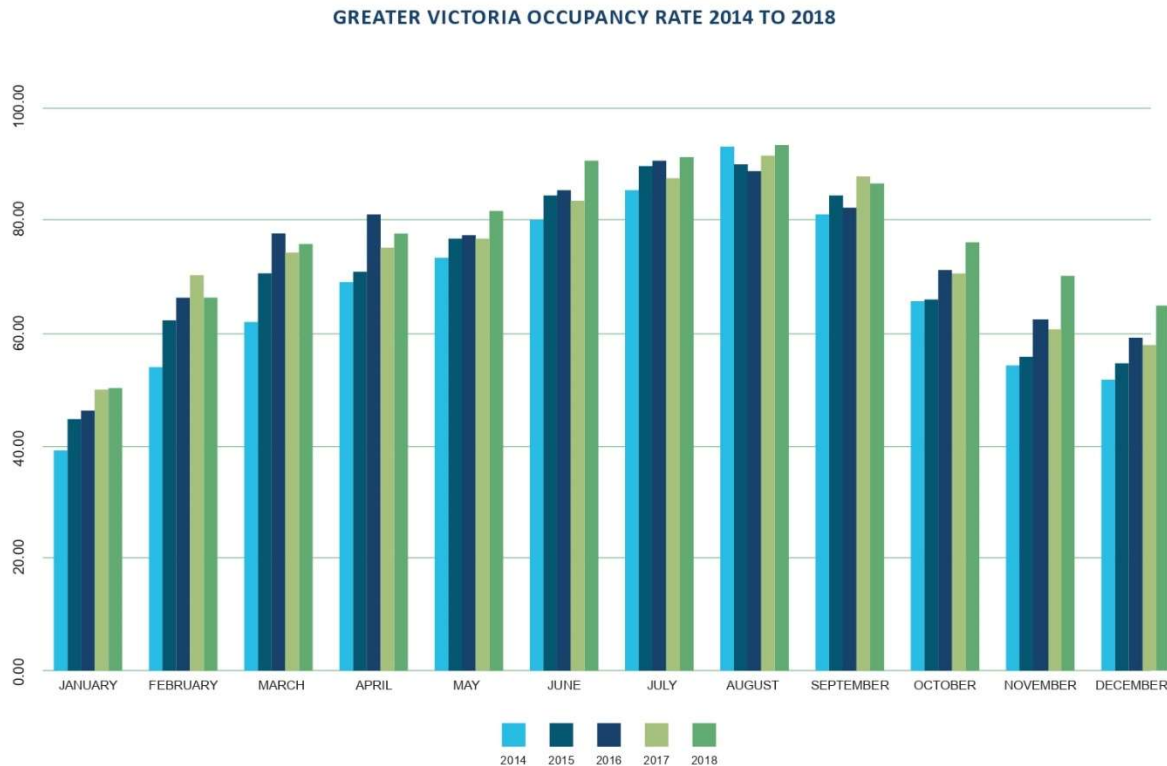
Growth of year-round tourism sector:

Figure 1: Percentage Growth in Greater Victoria Commercial Accommodation Occupancy Rate 2014 to 2018 (Source: Chemistry Consulting)



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Figure 2: Greater Victoria Occupancy Rate (by percentage) for 2014 to 2018 (Source: Chemistry Consulting)



VICTORIA CONFERENCE CENTRE ECONOMIC IMPACTS

Data for 2018 are baseline because this was the first full year of economic impact assessments using Destinations International’s Event Impact Calculator. Estimates for other years are extrapolated from the 2018 baseline according to the relative number of actual (all 2017, most 2019) or planned (part 2019, all 2020) registered delegates as well as actual (all 2017, most 2019) or planned (part 2019, all 2020) room nights, because these parameters are likely to best reflect expenditures, sales and taxes.

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VCC Economic Impacts and Contributions						
Year	Data	Total Business Sales	Total Salaries and Wages	Annual FTE Jobs Supported	Total Municipal (Local) Taxes	Total All Taxes (Federal, Provincial and
2017	Estimated	\$38,037,475	\$12,441,706	305	\$555,382	\$6,816,744
2018	Actual	\$41,799,423	\$13,672,204	335	\$610,310	\$7,490,928
2019	80% Actual	\$37,619,480	\$12,304,984	302	\$549,279	\$6,741,835
2020	Estimated	\$47,233,348	\$15,449,591	379	\$689,650	\$8,464,749

VCC Delegate days in 2018 – 121,430. In 2019 - 113,000 (projected) – 2019 actual: 108,248

LOOKING FORWARD: 2020 highlights

- New, more aggressive 3-year sales targets will supplement annual goals.
- **Conference and meetings** for 2020 are projected to yield 122,000 delegate days. Based on delegate days, registered delegates and room nights currently booked, both 2021 and 2022 are pacing to deliver economic impacts equivalent to or exceeding 2018. (*Context: DGV in partnership with City of Victoria assumed responsibility for the VCC 2.5 years ago. Growth of meetings and conference business will see 30 to 40 citywide events next year.*)
- **Sport tourism:** Completing its second year and heading into its third year, the Greater Victoria Sport Tourism Commission (GVSTC) continues to become a highly effective resource for sport tourism in the region. Through collaboration with the sport community and event sponsors, an exciting array of provincial, national and international events will occur in 2020, including the Pan Am Cross Country Championship, the Canadian Cyclo-Cross Championship and the FIBA Olympic Qualifying Tournament as well as bids for high-visibility golf events. Increase of resourcing for sport tourism to drive increase in room nights from 8,000 in 2019 to 14,000 in 2022.
- **The Major Conferences and Events program** is designed for Greater Victoria to benefit from ongoing programs and platforms that drive meaningful, predictable and ongoing business with a focus on the off-peak season. These major conferences and events are owned or partially owned by Destination Greater Victoria to ensure they are stable, community-oriented and permanently based in Greater Victoria.

For the past two years, the Major Conferences and Events program has operated two platforms: IMPACT Sustainable Travel and Tourism Conference (January 19 – 22) **third year event that was borne out of a desire to ensure that tourism in Greater Victoria was aligning business values and*

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practices with climate and social impact mitigation. This event has become a global think-tank on key issues.

- and Capital City Comic Con, March 20 – 22, 2020 **third year event that is driven by local businesses and supported by DGV has grown to more than 9000 delegates with 2400 being from out of town.*

In 2020 will begin planning for the execution of two additional platforms:

- 2021 55+ BC Games in September 2021.
- and Global Garden Tourism Conference in October 2021.

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.