

May 30, 2022

Popular Greater Victoria Picnics and Patios Campaign returns June 7 - 29

VICTORIA, B.C. – With summer around the corner, what better way to enjoy the sunshine with friends and family than on the patio of a Greater Victoria restaurant, pub or bar? How about enjoying your meal for free when the Picnics and Patios Campaign returns June 7!

BC Restaurant and Food Services Association, Destination Greater Victoria, the Greater Victoria Chamber of Commerce, the Downtown Victoria Business Association, City of Victoria, Used.ca and Sysco are collaborating to bring back Picnics and Patios. For the month of June from Tuesday to Thursday, representatives from these participating community organizations and regional personalities will visit restaurants, pubs and bars across Greater Victoria, surprising lucky patrons by paying for their meal. The whole region is invited to get involved and celebrate local cuisine with social media posts leading to great weekly prizes. The inaugural campaign was held in 2021 and it was an amazing success.

These restaurant partner organizations are asking locals and visitors to show support for Greater Victoria's hospitality industry as we enjoy delicious food and drinks across the region. These businesses are pillars in our community, and are run by friends, families, and neighbours. Next time you are looking for a tasty way to support local businesses, consider one of the many incredible restaurants in Greater Victoria.

Quotes

"Following two years of reduced visitation from COVID-19 pandemic restrictions, Greater Victoria's visitor economy is experiencing a strong recovery in 2022. We need to maintain this momentum, and the Picnics and Patios Campaign is a great way to feature Destination Greater Victoria's restaurant members – the chefs, servers, and small businesses in our community. Victoria also has more restaurants per capita than any other city in Canada and it is a major draw for visitation to the destination." Paul Nursey, CEO – Destination Greater Victoria

"Last year's Picnics and Patios Campaign was a great promotion at a very difficult time for many small businesses in our community. It was such a success that we heard many of these same businesses wanted to bring it back again this year. The Greater Victoria Chamber of Commerce is a strong supporter of restaurants, pubs and bars and the jobs they generate in our community. Picnics and Patios is a fun way to showcase these establishments and encourage visitors and residents to support our local entrepreneurs." Bruce Williams, CEO – The Greater Victoria Chamber of Commerce

"Downtown Victoria is the heart of activity in our region, and it contains many of the best and most popular culinary establishments in Greater Victoria. We want to encourage people to patronize downtown Victoria businesses. Supporting the Picnics and Patios Campaign was an easy decision. It creates a positive experience for people in downtown Victoria and builds on the successful contest we had last year." Jeff Bray, Executive Director – Downtown Victoria Business Association

"The Greater Victoria culinary scene is known for its service and hospitality. The Picnics and Patios Campaign promotes these attributes. It conveys a welcoming atmosphere to anyone who is interested in one of our restaurants, pubs and bars. The reactions when diners realize their meal will be covered is priceless as well. It is gratifying to make customers happy at any time, but the Picnics and Patios Campaign does this in a very special way." Ian Tostenson, President & CEO – BC Restaurant and Foodservices Association

"The Picnics and Patios Campaign was a hit in 2021. It was fun to accompany program sponsors to local patios in downtown Victoria and see the delight on people's faces as they were surprised and treated to a meal on the spot. Picnics and Patios will create a great buzz again this summer and will continue to celebrate and support our amazing and hard-working restaurateurs as they continue to recover from the COVID-19 pandemic." Mayor Lisa Helps – City of Victoria

For more information, please check out the Picnics and Patios Campaign website here:

<https://www.victoriachamber.ca/picnics-and-patios.html>

Greater Victoria Chamber of Commerce

Since 1863, The Chamber has served Greater Victoria by working together to build good business and great community for all through advocacy, networking, professional development and innovative services as changing times require. In 2020, the Chamber Champions initiative added a powerful resource to provide leadership and guidance to our organization. Current Champions are: BC Ferries, Big Wheel Burger, CHEK News, CIBC, Knappett Projects, Mike Geric Construction, MNP, PARC Retirement Living, RBC, Scotiabank, Seaspans, Spinnakers, TELUS Business, and the University of Victoria. Find out more at:

<https://www.victoriachamber.ca/>

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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