

September 7, 2022

Destination Greater Victoria launches fall 2022 marketing campaign

VICTORIA, B.C. – As the Greater Victoria visitor economy continues to recover from the impacts of the COVID-19 pandemic, Destination Greater Victoria is launching its fall 2022 marketing campaign to continue the positive momentum generated from the successful spring/summer 2022 marketing campaign.

Running from September 6 – December 4, 2022, Destination Greater Victoria is investing over \$350,000 to attract short-term leisure travellers. The marketing campaign will emphasize Greater Victoria's unique selling propositions, including its mild climate, one-of-a-kind draws, and culinary scene. Primary campaign markets are Vancouver and the Lower Mainland, Calgary, Toronto, Seattle, and San Francisco. The campaign will utilize social media channels, blogs, paid digital advertising, and television. Building on the previous campaign, while incorporating seasonal elements, Greater Victoria will be positioned as a "world apart" – an island destination with a unique style where visitors can be themselves.

International travel has resumed and is an option for many travellers. In a competitive marketplace Destination Greater Victoria is promoting Greater Victoria as an appealing, alluring destination. This campaign will create an emotive connection to Greater Victoria by highlighting the destination's iconic attractions and grassroots connections to local food producers during the harvest season. Many businesses are still recovering from the effects of the COVID-19 pandemic. Fall shoulder season business will help recovery efforts for many small businesses. Destination Greater Victoria also recognizes its partnership with the Victoria Hotel Destination Marketing Association and is grateful for their support of the fall 2022 marketing campaign.

Quotes:

"Fall is wonderful time to visit Greater Victoria. The hustle and bustle of the summer months have passed, but the mild weather means visitors can continue to enjoy many outdoor activities. When you are done your hike or round of golf, you can finish your day at one of our amazing restaurants and have a meal with fresh, local ingredients. Our members are eager to welcome visitors this fall. Guests in our destination will leave with unforgettable memories and a sense of rejuvenation." – Paul Nursey, CEO – Destination Greater Victoria.

"The COVID-19 pandemic created so many difficulties for Destination Greater Victoria members and the local business community. The strong summer visitation has meant much needed revenue, but recovery is ongoing and not fully complete. The fall campaign will build on our success from the summer, helping to create steady visitation for the benefit of our hotels, restaurants, and attractions." – Darlene Hollstein, Chair – Destination Greater 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.

DESTINATION GREATER VICTORIA

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BACKGROUNDER

Details of Destination Greater Victoria's fall 2022 Campaign:

Partnership with Bell Media:

- Bell Media will air 15-second television commercials exclusively on CTV stations in Vancouver, Calgary, and Toronto. The commercials air September 6 – October 23, 2022.
- There is a 13-week digital campaign with standard display ads, interstitial ads, and pre-roll. This campaign will take place from September 6 - December 4, 2022.
- CTV Morning Live will air September 14-15 from Victoria. New community host Cristina Carpio will lead two days of segments featuring six local businesses. Confirmed Destination Greater Victoria members participating in the segments are Chateau Victoria, Silk Road Tea, Hot Tub Boat Victoria, The Parkside Hotel & Spa, The Courtney Room, and The Malahat SkyWalk.

Partnership with VERB Media:

- Destination Greater Victoria has engaged VERB Media for its fall 2022 paid digital advertising campaign in Canadian markets. The campaign includes paid social digital advertising with META, paid search with Google and utilization of Google Performance Max, which combines placements in platforms like YouTube, Gmail, and Google Maps. Fall 2022 paid digital advertising will take place from September 6 – December 4, 2022, in Vancouver and the Lower Mainland, Calgary, Toronto, and other markets in BC and Alberta.

Partnership with advertising agency MMGY:

- MMGY will lead paid digital advertising in American markets San Francisco and Washington State, with a focus in Washington state on Seattle. The campaign includes display, video, and native ads, as well as paid social media with META and paid search advertising with Google, Bing, and Yahoo. This campaign is expected to generate 13.4 million impressions and will run from September 6 – December 4, 2022.

The landing page URL for Destination Greater Victoria's fall 2022 marketing campaign can be found here:
<https://www.tourismvictoria.com/fall-for-victoria>

The link to Destination Greater Victoria's fall 2022 marketing campaign assets can be found here:
<https://drive.google.com/drive/folders/1a4b0iLDaPCVLWevBHq-82E7rGGBK3BqB>