

# DESTINATION GREATER VICTORIA

## GREATER VICTORIA RESIDENTS INVITED TO HELP SHAPE THE FUTURE OF TOURISM IN THE REGION

**VICTORIA, B.C. (May 16, 2023)** – Destination Greater Victoria (DGV) is inviting residents to participate in a series of engagement sessions and an online survey to provide input and feedback on the future development and direction of tourism in the region.

Feedback collected from residents will help inform the development of a multi-stakeholder 10-year Tourism Master Plan for Greater Victoria. This comprehensive plan will guide strategic planning, development, and initiatives for the region's visitor economy over the next decade.

“In the wake of the pandemic, there is a newfound appreciation for tourism,” said Paul Nursey, CEO of Destination Greater Victoria. “Right now, we have a unique opportunity to shape the future of tourism in a meaningful way that reflects community values. By working together, the Greater Victoria community can ensure the region remains a sustainable, vibrant, and world-class destination for years to come.”

Despite an impressive comeback in 2022, which saw Greater Victoria lead British Columbia and Canada in several key performance metrics and secure high rankings from the world's most influential travel publications, the region continues to face intense competition from many destinations. The development of a comprehensive, integrated 10-year Tourism Master Plan will help ensure Greater Victoria remains one of the top destinations in the world.

Residents can have their say at upcoming public town hall style engagement sessions:

- May 31, 4:30pm – 6:30pm at Royal Roads University Boat House, 2005 Sooke Rd., Colwood
- June 1, 10am – noon at Saanich Fairgrounds, The Gallery, 1528 Stellys Cross Rd., Saanichton
- June 1, 4:30pm – 6:30pm at Victoria Conference Centre, Salon A, 720 Douglas St., Victoria

To participate in the online survey, visit [www.tourismvictoria.com/destination-master-planning](http://www.tourismvictoria.com/destination-master-planning). The survey closes June 15, 2023.

Destination Greater Victoria is committed to achieving positive economic, environmental, and social outcomes through sustainable tourism in the region, and the development of the Master Plan will be carried out in collaboration with MMGY NextFactor and FLOOR13, two industry-leading and globally recognized consulting firms specializing in travel and tourism.

In addition to seeking input and feedback from Greater Victoria residents, the development of the Tourism Master Plan will include a comprehensive data collection and community engagement process that distils input from local businesses, associations, accommodations, experience providers, Indigenous partners, social and civic organizations, and government.

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**About 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. For more information, visit the Destination Greater Victoria [website](#).

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