

DESTINATION GREATER
VICTORIA

DGV WELCOMES PORTER AIRLINES TO VICTORIA INTERNATIONAL AIRPORT STARTING SEPTEMBER 20

Destination Greater Victoria a partner with YYJ on airline route development business partnerships

VICTORIA, B.C. (June 27, 2023) – Destination Greater Victoria (DGV) welcomes Porter Airlines to Victoria starting September 20, 2023. Earlier today the airline announced it will provide service daily between Toronto Pearson International Airport (YYZ) and Victoria International Airport (YYJ) with the new Embraer E195-E2 aircraft.

“Destination Greater Victoria is proud to be an investment partner on airline route development business partnerships,” said Paul Nurse, Destination Greater Victoria CEO. “DGV’s comprehensive investment includes financial marketing partnership support as well as in-kind marketing services. We believe destination organization support is vital to stimulate airline route recovery in the post-pandemic world.”

Destination Greater Victoria has earmarked dedicated budget to support airline route recovery. Airline partnerships are a core line of business for most tourism boards.

Porter Airlines’ state-of-the-art, fuel-efficient Embraer E195-E2 aircraft are environmentally friendly single-aisle aircraft. They are up to 65 per cent quieter and up to 25 per cent cleaner than previous-generation aircraft. The passenger-focused design features only aisle or window seating for every passenger, with no middle seats.

The launch of this new service between Toronto and Victoria in time for fall will benefit travellers visiting Victoria for conferences, business, and business-leisure purposes. Greater Victoria’s meetings and conferences sector provides high-yield, off-peak season business opportunities that are vital to the local economy. Prior to the COVID-19 pandemic, the Victoria Conference Centre hosted approximately 120,000 delegate days, generated over \$1.3 million in revenue and supported 6,000 jobs annually.

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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