

DGV PROMOTES JAMES ADAMS TO CFO & EXECUTIVE VICE PRESIDENT, COMMERCIAL

VICTORIA, B.C. (July 5, 2023) - Destination Greater Victoria (DGV) is pleased to announce that, after six successful years as Chief Financial Officer (CFO), James Adams has been promoted to CFO and Executive Vice President, Commercial. This expanded role will have Adams oversee commerce, transactional business, and partnerships to drive business results. Adams will maintain his fiduciary duties while applying his extensive business acumen to move beyond the purely financial elements of DMO management.

As a key senior executive at DGV, Adams will:

- Drive the commercial success of visitor services.
- Drive DGV's e-commerce platforms to increase concrete booking opportunities as requested by member businesses.
- Oversee the incremental increase of other related commercial opportunities for DGV members as part of the Experiences Strategy.
- Lead the commercial aspect of DGV's involvement in major events.
- Maintain accountability for commercial oversight of significant or complex sport tourism opportunities.
- Explore new commercial opportunities that serve a societal benefit that aligns with DGV's mandate and compliment the work of DGV members.

Adams became CFO and Vice President responsible for visitor services at Destination Greater Victoria in 2018. With more than 17 years of experience supporting local businesses, Adams excelled in executive and financial leadership for a decade, driving growth in the hospitality sector. Prior to joining DGV, Adams held diverse senior leadership roles with broad scope in hospitality. He was CFO of New Zealand's largest Class 4 Gambling organization, The Lion Foundation. He also ran the New Zealand portfolio of Lend Lease Primelife's high end retirement villages, which was the largest owner-operator of retirement villages in Australasia at the time. He is a qualified Chartered Accountant with close to two decades of experience helping local businesses stay competitive and be successful.

"James' promotion highlights the professionalism and capabilities he brings to our executive team," said Paul Nursey, Destination Greater Victoria CEO. "Since joining DGV, he has delivered outstanding results for our organization and members, and his achievements validate the trust and investment we have placed in his expertise. I thank James for his dedication to enhancing our organization's effectiveness and congratulate him on his new appointment."

As a priority going forward, Adams will work closely with Nursey to identify commercial opportunities within the Greater Victoria visitor economy that will further build the commercial elements of DGV's digital experiences strategy, and support the development of a circular economy strategy spearheaded by Jeremy Loveday, Director of Public Affairs, Destination Stewardship and Sustainability.

Post-pandemic, Destination Greater Victoria continues to excel with a lean and scalable model that relies on senior management to take on bigger portfolios that broaden their scope of responsibilities. DGV's team of 30 employees collectively continues to perform at a level that exceeds expectations. DGV's proactive recovery efforts and achievements have been widely recognized by BC's tourism sector; earlier this year the organization was presented with the prestigious Professional Excellence Award for destination marketing organizations at the 2023 BC Tourism & Hospitality Conference.

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

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