

# DESTINATION GREATER VICTORIA

## **VICTORIA, B.C. SELECTED AS A GOOD HOUSEKEEPING 2024 FAMILY TRAVEL AWARDS WINNER**

*Victoria, B.C. recognized in the Must-See Cities Category*

**VICTORIA, B.C. (November 15, 2023)** – Destination Greater Victoria announced today that Victoria, B.C. was named as a winner in *Good Housekeeping's* 2024 Family Travel Awards. The full list of awards can be found on [goodhousekeeping.com/familytravel2024](https://www.goodhousekeeping.com/familytravel2024).

As the capital of British Columbia and with its unique positioning on Vancouver Island, Victoria is a hub for sustainable tourism, family travel experiences, arts and culture, natural splendor, and history. Victoria offers a unique blend of old-world charm mixed with new-world innovation. Heritage architecture, colorful gardens, and traditional afternoon tea mix with West Coast adventures, ranging from carbon-neutral whale watching to scenic cycling tours. The city boasts the mildest climate in Canada and features the wild beauty of the Pacific Ocean, mountains, and old-growth rainforests, making for the ultimate family getaway for all ages and interests.

"Receiving this prestigious award is a testament to the dedication and expertise of our entire team," said Paul Nursey, CEO, Destination Greater Victoria (DGV). "I would like to extend our thanks to MMGY/NJF, our travel, tourism, and hospitality PR agency, for making us aware of this opportunity. In addition, our expert marketing team deserves a special mention for their exceptional work in preparing the winning destination itinerary. This achievement wouldn't have been possible without their hard work and creativity. We're excited to continue sharing our award-winning experiences with families and travellers from around the world."

The Good Housekeeping Institute experts spent eight months reviewing hundreds of submissions to find the best travel options for all types of families. When selecting the winners, judges considered standout picks for every trip preference and budget. Winners were selected by travel agents, travel editors, engineers, product analysts and scientists – as well as over 100 travel testers who were recruited to provide first-hand feedback. Testers experienced destinations, attractions, and travel services to provide insight into aspects like family-friendliness, service level, amenities, activities, inclusivity, sustainability and more.

Testing took place in September 2023. DGV provided a family-friendly itinerary that took reviewer from the Saanich Peninsula to downtown Victoria to the Malahat. The journey highlighted accommodations, restaurants and eateries, attractions, and natural spaces in Greater Victoria suitable for the whole family. To find out more about what makes Greater Victoria an award-winning destination, visit [goodhousekeeping.com/familytravel2024](https://www.goodhousekeeping.com/familytravel2024)

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### **About Destination Greater Victoria (DGV)**

Destination Greater Victoria is a Biosphere certified and climate positive accredited destination marketing and management organization (DMO) that has helped Greater Victoria grow to become one of the world's most popular destinations, with a visitor economy contributing \$2.3 billion annually to the local economy. DGV inspires the world to experience Greater Victoria's natural beauty, attractions, accommodations, Indigenous culture, culinary offerings, vibrant arts scene, and welcoming hospitality, while providing governments, member businesses, travellers, meeting organizers, sports organizers, and other tourism stakeholders with a wide array of services and programs. For more information, please visit our [website](#).

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