

**INTERNATIONALLY ACCLAIMED TRAVEL JOURNALIST SHOWCASES GREATER VICTORIA IN SEASON 7 OF
*SAMANTHA BROWN'S PLACES TO LOVE***

Victoria, B.C. (January 18, 2024) – Greater Victoria is set to be a featured destination in an upcoming episode of *Samantha Brown's Places to Love*. The feature shines an international spotlight on many of the region's top attractions and the unique stories of the people who create connections with visitors that leave a lasting impression.

Season 7 of the internationally acclaimed show is now airing and the episode on Greater Victoria will be available for viewing online this Sunday, January 21 and on PBS January 26. *Samantha Brown's Places to Love* airs on PBS stations across the US with feeds into Canada, and can be viewed online at pbs.org and on samanthabrown.com.

Brown and the production team visited Greater Victoria in summer 2023, experiencing a range of weather conditions that showcased the destination's year-round allure and adaptability. Their visit included:

- Sunset Sips at the Fairmont Empress
- A meal at 10 Acres
- Finest at Sea Fish and Chips
- The Butchart Gardens
- The Puzzle Lab
- The Inner Harbour and Fisherman's Wharf
- Eagle Wing Tours whale and wildlife watching
- A Pedaler Bike Tour that included Beacon Hill Park, the totem pole in Beacon Hill Park, and Dallas Road
- A tour of Chinatown and The Canadian Chinese Museum

While in town, the production team stayed at the Victoria Marriott Inner Harbour.

For 25 years, Samantha Brown has traversed continents, experienced different cultures, and tasted adventure while applying her singular brand of warmth and inclusion along the way. *Places to Love* is about seeking the little-known spots where innovators and disruptors create a brand new travel experience.

"When Destination Greater Victoria (DGV) rebuilt from the financial devastation of COVID-19, we structured our organization differently. We reduced overheads and built a lean, scalable, and flexible model with increased marketing and sales muscle," says Paul Nurse, CEO, Destination Greater Victoria. "This new lean model allows Destination Greater Victoria to invest proportionally more resources into sales and marketing initiatives. DGV is now able to compete directly with much larger cities as a result. The ability to invest in world-leading marketing platforms such as *Samantha Brown's Places to Love* is a concrete example of the benefits of this innovative model."

International coverage such as this is invaluable in showcasing the destination's unique appeal and the diverse offerings that make Greater Victoria a must-visit destination. A promo of season 7 is already online at samanthabrown.com/episodes/season-7.

About Destination Greater Victoria: Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) has proudly served as our region's official, not-for-profit destination marketing and management organization for half a century. As we celebrate our 50th anniversary in 2024, we continue to work hand-in-hand with nearly 1,000 businesses and municipalities in Greater Victoria to promote, enhance, and manage our vibrant destination. We look forward to another 50 years of supporting the visitor economy that brings vitality to our region. For more information, visit the Destination Greater Victoria [website](https://www.destinationgreater victoria.com).

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Samantha Brown in front of the Fairmont Empress Hotel.



Samantha Brown walks through the Butchart Gardens.