

# DESTINATION GREATER VICTORIA

## **DGV PROMOTES MIRANDA JI TO EXECUTIVE VP, SALES AND BUSINESS DEVELOPMENT**

Appointment celebrates journey from Visitor Centre intern to respected international tourism executive

**VICTORIA, B.C. (April 3, 2023)** - Destination Greater Victoria (DGV) is pleased to announce that Miranda Ji has been promoted to Executive Vice President, Sales and Business Development, a newly created position in which Ji will lead DGV's meetings, conferences, incentive, travel trade sales and business partnerships. In her new role, Ji will also play a greater role working with CEO Paul Nursey in some of DGV's more complex business partnerships, such as airline route development.

Born and raised in Victoria, Ji's impressive career with Destination Greater Victoria began as a University of Victoria student in 2000, when she accepted a summer job as a Visitor Information Counsellor at the Visitor Centre. She then worked abroad in London for five years before returning to Canada and working for Marriott Hotels and Starbucks Corporation. She rejoined DGV as a contractor in 2015 and became a full-time member of the team in 2016 as Director of Sales, Victoria Conference Centre and Business Events Victoria. Her dedication, professionalism and passion for tourism helped her rise to the position of Vice President Sales, Victoria Conference Centre and Business Events Victoria in 2017 and in 2022 she also became the executive lead on major events, including DGV-owned events such as Northwest Deuce Days.

During the pandemic, Ji's contributions to the tourism sector were unique and highly impactful. In addition to serving a two-year term on the national board of Meetings Mean Business, where she advocated for the meetings industry, Ji's efforts and those of her team directly led to the rebooking of dozens of conferences in Greater Victoria that were cancelled due to COVID restrictions.

"While the pandemic had immediate and devastating impacts on the tourism sector, it also presented unique circumstances and opportunities for local tourism leaders to shine," says Nursey. "Miranda is an excellent example. Her team's dedication, customer relationship skills and perseverance during the pandemic are directly responsible for tens of millions of dollars now flowing into Greater Victoria as a result of dozens of conferences they managed to save and reschedule to 2022-2023. Her and her team have played a key role in driving the recovery of our local visitor economy to where tourism revenues have now recovered to pre-2019 levels.

"Post-pandemic, we continue to excel with a lean team of 29 employees whose collective performance continues to exceed expectations. In fact, DGV's proactive recovery efforts and achievements have been widely recognized by BC's tourism sector, with Miranda on hand in Prince George earlier this month to accept the prestigious Professional Excellence Award for destination marketing organizations at the 2023 BC Tourism & Hospitality Conference."

Throughout her tenure at DGV, Ji Miranda and her business events team have also been widely regarded as one of the most effective destination business sales teams in Canada by industry peers across the country. In 2018, Smart Meetings recognized Ji's achievements with the Smart Women in Meetings Industry Leader Award, and she currently provides her expertise to several tourism and community organizations, including the Tourism Industry Association of BC (elected Board Member), Destinations International (member, Equity Diversity and Inclusion Committee) and Inter-cultural Association of Greater Victoria (Vice President, Board of Directors). She has also served industry organizations such as the Professional Convention Management Association, Vancouver Island South Film and Media Commission, Meetings Mean Business and Meetings Professionals International.

“Over my last five years on the Client Advisory Board for Business Events Victoria, Miranda has consistently driven herself and her team to strategically grow business development while always considering the stakeholders’ interests,” said Karen Norris CMP, Director of Strategy, Programs and Services, The Canadian Dermatology Association. “It was inspiring to watch Miranda navigate the pandemic; simultaneously maintaining client relationships and ideating under tremendous constraints to prepare for the re-opening of the city, which was inevitable despite no one knowing what the return to business would look like. As a result, Business Events Victoria received a record number of business leads in 2022. It has been an honour and a privilege to work alongside Miranda for the past five years and I look forward to seeing the continued growth she will bring to the city of Victoria for business events and for Victoria’s residents.”

As a key senior executive at DGV, Ji will be charged with developing and driving business-to-business sales channels, work that is vital to creating the foundational, contracted “book of business” that Greater Victoria relies on for stability and off-peak season revenues. With Ji taking on a greater leadership role, James Burrough will become the new Director of Sales for the Victoria Conference Centre, and will report to Ji, as will Chelsea Smith, DGV’s Director of Travel Trade.

With the recovery of the local tourism sector well underway and Ji assuming an expanded scope of work, CEO Paul Nursey will transition from focusing on the operational priorities that were necessary during COVID-19 to further strengthening DGV’s efficiencies, the systematic recovery across all channels and future-oriented destination stewardship.

“Miranda’s appointment is a reflection of the professionalism and capabilities of our executive team, and how our trust and investment in them has seen them excel and achieve amazing results for our members,” said Nursey. “Miranda’s private sector roots, her commitment to her colleagues and community, along with her participation and leadership in BC’s tourism sector have strengthened DGV’s effectiveness and helped nurture a positive and collaborative work environment. We thank Miranda for her dedication and professionalism and congratulate her on her new appointment.”

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

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