

ASTRID CHANG JOINS EXECUTIVE TEAM AT DESTINATION GREATER VICTORIA

VICTORIA, B.C. (March 20, 2023) - Destination Greater Victoria (DGV) is pleased to announce the appointment of Astrid Chang as its Executive Director, Corporate Communications and Community Relations effective April 3.

Chang's impressive background in tourism includes close to five years at BC Ferries, where she held progressively more senior leadership roles with one of the province's leading tourism stakeholders, most recently as Manager of Corporate Communications. Among the many strengths she brings to DGV are communications planning, community engagement, issues management, executive communications, relationship building, crisis communications, media relations and corporate and employee advocacy. Chang is also well-known as a popular media personality in the capital region, where for 17 years she served as an anchor, reporter and meteorologist with CTV, CFAX, and KOOLfm.

"We are delighted to welcome Astrid Chang to our growing DGV team as we continue to steadily grow Greater Victoria's visitor economy toward and beyond pre-COVID levels," said Paul Nursey, CEO, DGV. "Astrid has extensive roots in the Greater Victoria community and her professional experience and expertise will play an important role in sharing our tourism story with local residents and British Columbians, as well as with media across Canada and internationally."

Chang's award-winning professional career includes being honoured as a nationally endorsed weathercaster by the Canadian Meteorological & Oceanographic Society, being a Top 20 Under 40 Business & Community Achievement Award finalist and earning an Edward R. Murrow Award for hard news reporting from the Radio-Television News Directors Association. She also has more than a decade's experience producing videos for a wide variety of clients such as the Capital Regional District and Provincial Capital Commission.

"I am thrilled to join the team at Destination Greater Victoria and look forward to collaborating with this talented group of professionals," said Chang. "Together we will continue to promote and enhance DGV's mission to the fullest."

As a Greater Victoria resident dedicated to serving her community, Chang has served as a board member with CFAX Santa's Anonymous, Canadian Meteorological and Oceanographic Society (Vancouver Island Centre) and Craigdarroch Castle Historical Museum Society. She has also proudly supported the Victoria Hospitals Foundation and 100 Women Who Care (Victoria Chapter).

"With our Biosphere certification announcement last week and winning the Professional Excellence Award as BC's top DMO the week before that, it's been an incredible start to the year for our organization," said Nursey. "We look forward to working with Astrid as we share more great stories about our members and their achievements throughout 2023."

About Destination Greater Victoria

Destination Greater Victoria (DGV), is a Biosphere certified, climate positive destination marketing 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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