

VICTORIA B.C. RECOGNIZED WITH CONDÉ NAST TRAVELER'S 2024 READERS' CHOICE AWARD
B.C.'s Waterfront Capital Named #1 Small City in the World for second year in a row

Victoria, B.C. (October 1, 2024) – *Condé Nast Traveler* today announced the results of its annual [Readers' Choice Awards](#) with Victoria, B.C. recognized as the #1 Small City in the World for a second consecutive year. The waterfront capital of British Columbia placed ahead of other notable destinations, including San Sebastian, Spain; San Miguel de Allende, Mexico; Florence, Italy; and Salzburg, Austria.

“We are humbled and grateful to be recognized for a second time as the #1 Small City in the World by the readers of *Condé Nast Traveler*,” said Paul Nursey, CEO of Destination Greater Victoria. “During 2020 and 2021, Destination Greater Victoria transformed its business model, aiming to maximize recovery and success for our members. A key aspect was focusing on earned media, especially in the U.S. market, to set a global tone. It is evident that our brand message is resonating with our target audiences. Achieving #1 Small City in the World by *Condé Nast Traveler* reflects the success of this strategy for our member businesses and communities.”

Sound research is the foundation for producing strong results. Thanks to the ongoing research and analytics that informs Destination Greater Victoria’s marketing activities, the average stay in Victoria has grown to 3.6 nights, up from 2.8 in 2023 and 2.3 in 2019. Interest in visitation to Greater Victoria has increased year-over-year, and those who intend to travel have Greater Victoria high on their list of destinations.

More than 575,000 *Condé Nast Traveler* readers across the United States submitted responses rating their travel experiences across the globe to offer a comprehensive look at the places they eagerly anticipate revisiting. The Readers' Choice Awards, with their unparalleled legacy as the travel industry's longest-running and most prestigious accolades, remain the ultimate symbol and acknowledgment of excellence within the travel sector. The full list of winners can be found [here](#).

[Victoria](#) is a hub of creative innovation, sustainable living, and a unique blend of old-world charm and new-world experiences. Home to expansive green spaces, abundant local wildlife, and seemingly never-ending shoreline, it’s easy to feel connected to the earth in Victoria. Taking “green” to another level as an international leader in environmental initiatives, the focus on sustainability from the [Biosphere certified](#) destination is evident with Victoria’s annual IMPACT Conference, which brings world innovators in sustainability together. Travellers in 2025 and beyond should put Victoria high on their must-see list for its amazing local food, cultural experiences, and eco-friendly activities and hotels.

“This award reflects the amazing qualities of this destination that we, as locals and as an organization, are proud to share with the world,” adds Nursey. “From the breathtaking outdoors to the rich culture and history to the incredible hyper-local cuisine, Victoria is among some of the most renowned destinations in the world, and we are committed to offering unforgettable and unique experiences that only Victoria can provide.”

The 2024 Readers' Choice Awards are published on *Condé Nast Traveler's* [website](#) and celebrated in the November issue.

Photos of Greater Victoria are available [here](#).



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](#).

DGV Media Contact:

Astrid Chang, Executive Director, Corporate Communications and Community Relations

250-893-3995

astrid.chang@tourismvictoria.com

Condé Nast Traveler Media Contact:

For media inquiries, please contact: awards@condenasttraveler.com