



VICTORIA, B.C. SELECTED AS A GOOD HOUSEKEEPING 2025 FAMILY TRAVEL AWARD WINNER
Victoria, B.C. recognized in the Must-See Cities Category

Victoria, B.C. (November 14, 2024) – Destination Greater Victoria announced today that Victoria was named as a winner in Good Housekeeping’s 2025 Family Travel Awards. The full award feature can be found on [goodhousekeeping.com/familytravel2025](https://www.goodhousekeeping.com/familytravel2025).

Victoria, British Columbia is a hub for sustainable tourism and family travel experiences. As the provincial capital, Victoria exudes a unique charm, where history meets the wild beauty of Vancouver Island. From castle tea rooms to rugged bike trails winding through rainforests, spectacular beaches to energetic street performers, the coastal City of Gardens inspires families all year long.

“Families move on a different frequency and Victoria moves with an energy to match,” said Paul Nursey, CEO of Destination Greater Victoria. “We’re proud to be ranked on the list of must-visit destinations in 2025, and we’re excited to continue to share award-winning experiences with families and visitors from around the world.”

The travel editors and product experts at the Good Housekeeping Institute spent nine months reviewing hundreds of submissions for this year’s GH Family Travel Awards program. To find the best travel gear, scientists, engineers and analysts tested products for performance, durability and ease of use in their real-world travels. Simultaneously, a group of seasoned travel writers reviewed submissions to find the best vacation destinations for every type of family, and more than 85 testers visited these submissions in real life to share feedback on a range of standardized criteria. Winners were selected based on attributes like quality, innovation, value, convenience, safety and more.

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](#).

MEDIA CONTACT:

Astrid Chang, Executive Director, Corporate Communications and Community Relations
250-893-3995

astrid.chang@tourismvictoria.com