



## **DESTINATION GREATER VICTORIA LAUNCHES *INTENTION* WELLNESS GETAWAY FOR 2025**

**Program supports local businesses during the quieter weeks of the new year**

**Victoria, B.C. (December 13, 2024)** — As the new year approaches, Destination Greater Victoria (DGV) introduces a new program to help people prioritize their health and wellness in 2025.

*Intention* is a wellness getaway program that features the many exceptional products and experiences in Greater Victoria centred around health and wellness. Developed from the ground up and guided by DGV's dedicated sales and marketing committee, the program will help drive incremental business focused on wellness in the beginning of the year.

Intention runs January 5-19, 2025. Participants can tailor an itinerary that is perfect for them from a collection of health and wellness activities, events, and treatments. The program is more than a wellness retreat; it's an opportunity to take part in an engaging speaker series, cooking classes, guided workouts, unique hotel stays, and more.

"2025 marks the kick-off year for Intention, a program we look forward to running annually," says Paul Nurse, CEO of Destination Greater Victoria. "We believe this initiative will gain momentum over time and provide a welcome boost to local businesses during the off-peak season. This program aligns with our destination's brand, known around the world for its focus on sustainability and rejuvenation."

In this inaugural year, the incredible offers are available to visitors and locals alike as the program gets up and running. Visit [Intention](https://www.tourismvictoria.com/intention-wellness-getaway) at <https://www.tourismvictoria.com/intention-wellness-getaway> to explore the full range of offerings, book accommodations, and curate your personalized wellness experiences, or give the gift of self-care and personal growth with an Intention retreat. Bookings are available just in time for the holidays.

**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](#).

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### **MEDIA CONTACT:**

Astrid Chang

Executive Director, Corporate Communications and Community Relations

250-893-3995

[astrid.chang@tourismvictoria.com](mailto:astrid.chang@tourismvictoria.com)

## ***INTENTION PROGRAM HIGHLIGHTS:***

### **The Power of Intention: Finding Mindfulness Through the Art of Calligraphy with Angie Bailey**

Join expert Angie Bailey as she shows participants how to use calligraphy to slow down and quiet the chattering mind. [Learn more here.](#)

When: January 6, 2025, 2 p.m. – 4 p.m.

Where: [Parkside Hotel Urban Ballroom](#), 810 Humboldt St., Victoria B.C.

### **Six-Course Wild Mushroom Dinner with a Mycologist at The Courtney Room**

Join mycologist Richard Winder for a mouth-watering six-course menu with a focus on wild mushrooms, held at the beautiful Courtney Room. Richard will teach us about the history, biology and realistic health benefits of mushroom consumption. [Learn more here.](#)

When: January 9, 2025, 5:30 p.m. – 9 p.m.

Where: [The Courtney Room](#), 623 Courtney St., Victoria, B.C.

### **The Power Plate with Julie Daniluk**

Join registered nutritionist and anti-inflammatory expert, best selling author and TV host Julie Daniluk, as she shares how to eliminate your pain of bloating, brain fog, achy joints, sleepless nights, poor digestion, and lack of energy in just seven simple steps. [Learn more here.](#)

When: January 10, 2025, 2 p.m. – 3 p.m.

Where: [Victoria Conference Centre](#), 720 Douglas St., Victoria, B.C.

### **Hands in the Soil, Heart in the Soul: How 5 Minutes of Garden Therapy a Day Can Transform Your Life**

Join Master Gardener and best-selling author, Stephanie Rose, for an inspirational keynote and hands-on session to learn how to include the healing benefits of plants into your everyday life, even without a garden. [Learn more here.](#)

When: January 13, 2025, 10 a.m. – 12:30 p.m.

Where: [Inn at Laurel Point](#), 680 Montreal St., Victoria, B.C.

### **The Happiness Equation: Science-Backed Habits to Cultivate Positive Mindset**

Join Neil Pasricha, author of international bestselling book, The Happiness Equation and learn how it's possible to use specific research-backed tools and practices to cultivate a habit-based, positive mindset every day. [Learn more here.](#)

When: January 17, 2025, 2 p.m. – 3 p.m.

Where: [Victoria Conference Centre Theatre](#), 720 Douglas St., Victoria, B.C.