

## **VICTORIA CONFERENCE CENTRE SUCCESS IN 2024 SETS STAGE FOR STRONG RESULTS IN 2025**

**Victoria B.C. (January 20, 2025)** - Greater Victoria's largest conference facility, the Victoria Conference Centre (VCC), is beginning 2025 with a near-record number of city-wide conferences booked for the year, following strong performance in 2024.

In 2024, the VCC hosted 147 events, including 65 large-scale conferences, of which 20 were city-wide conferences. According to Business Events Victoria, the division of Destination Greater Victoria on contract to manage the sales and marketing of the VCC, the venue helped generate:

- 94,200 delegate days - an increase of 12% over 2023.
- 25,300 room nights - up 10% from the year prior.
- \$31.1 million in business sales, while supporting more than 10,000 jobs.

"The accomplishments in 2024 are more than numbers, they represent a thriving network of influence that benefits small and medium-sized businesses across Greater Victoria," says Destination Greater Victoria's CEO, Paul Nurse. "Meetings and conferences serve as a vital economic engine, driving vibrancy within our community."

During 2024, the Victoria Conference Centre achieved several other notable milestones. The VCC became the [second Biosphere-certified conference centre](#) in North America and launched a 360-degree virtual tool showcasing the VCC's many meeting, sustainability, and Indigenous features. The VCC also received the Rick Hansen Foundation Accessibility Certification and released the [VCC Sustainability Events Guide](#), collectively underscoring a strong commitment to sustainability and accessibility in event planning.

Following strong performance in 2024, the upcoming year looks promising with over 100 events of all sizes already scheduled, and more expected. Notably, 30 city-wide conferences are booked for 2025, the most for any year since the pandemic, signalling this area of core business has now returned to pre-pandemic levels.

The economic impact of the 30 city-wide conferences secured so far is estimated at \$37.5 million and expected to contribute almost \$7 million in taxes, while directly or indirectly supporting 9,000 jobs. On average, each city-wide conference generates \$1.25 million in business sales.

City-wide conferences are larger meetings, conventions, tradeshow, or special events with 400+ delegates that require the simultaneous use of the Victoria Conference Centre and many hotels, restaurants, and other venues to host and support them.

"The foundation of a strong visitor economy is its business events sector," adds Nurse. "Conference and meeting delegates tend to stay longer, spend more than leisure travellers, use more services, are more likely to extend their stay or return for leisure purposes. They generate valuable revenue during off-peak seasons. In addition, attendees book in advance, which adds certainty."

For more information on upcoming conferences coming to Greater Victoria, please visit [Upcoming Events | Destination Greater Victoria](#).

**About Victoria Conference Centre:** Victoria Conference Centre is owned and operated by the City of Victoria. As the second largest facility of its kind in British Columbia, its mandate is to generate economic benefit for the City of Victoria focused on non-resident delegate days through city-wide and multi-day conferences which typically require accommodation with one or more accommodation partner. With 77,000 square feet of meeting space, 21 multi-purpose meeting rooms, a large exhibit hall and 400-seat lecture theatre, the VCC can host 2,000 delegates or small, intimate gatherings.

**About Destination Greater Victoria:** Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria. For more information, visit the Destination Greater Victoria [website](#).

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