



## **PORTER AIRLINES ANNOUNCES NEW OTTAWA-VICTORIA SERVICE, ENHANCING BUSINESS TRAVEL OPPORTUNITIES**

### **New route expected to boost Greater Victoria's business events sector**

**VICTORIA, B.C. (January 28, 2025)** – Earlier today, Porter Airlines announced it will begin a new service between Ottawa International Airport (YOW) and Victoria International Airport (YYJ) starting May 15, 2025. Destination Greater Victoria (DGV) is pleased to share the new route will operate for the summer season with up to four weekly roundtrip flights. Service will be provided on Porter's Embraer E195-E2 aircraft.

DGV is proud to partner as an investment partner on airline route development business partnerships. DGV's comprehensive investment includes both financial marketing partnership support and in-kind marketing services, demonstrating our commitment to enhancing Greater Victoria's accessibility for business, conference, and leisure travellers.

"We are delighted to partner with Porter Airlines in this strategic development," says Paul Nursey, CEO of Destination Greater Victoria. "The new Ottawa-Victoria service is a crucial addition, offering seamless travel experiences for conference delegates and business tourists. It strengthens our city's position as a leading destination for meetings and events."

The introduction of the Ottawa-Victoria service comes at an opportune moment. This year, Victoria will host the Canadian Society of Association Executives, welcoming over 400 executives from Ottawa's association market. Each attendee represents potential conference opportunities for Greater Victoria, making this new flight route an important asset in securing future events.

"The business events sector is the foundation of a strong visitor economy," adds Miranda Ji, Executive VP Sales & Business Development for Destination Greater Victoria. "Our region's ability to attract high-yield, off-peak season conferences not only sustains local businesses, but also ensures a sustainable tourism model. This new service, complemented by Porter's Toronto-Victoria route, enhances our connectivity and capability to host business events."

Conferences and meetings generate valuable revenue during off-peak seasons. 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. In addition, attendees book in advance, which adds certainty.

In 2024, the Victoria Conference Centre (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 and \$31.1 million in business sales, while supporting more than 10,000 jobs.

The initial Ottawa-Victoria schedule is:

<b>Route</b>	<b>Departure</b>	<b>Arrival</b>	<b>Days of operation</b>
Ottawa (YOW) to Victoria (YYJ)	8:35 a.m.	10:55 a.m.	Monday, Tuesday, Thursday, Saturday
Victoria (YYJ) to Ottawa (YOW)	11:50 a.m.	7:35 p.m.	Monday, Tuesday, Thursday, Saturday

Porter's new service will complement its existing Toronto-Victoria route, which currently offers one daily roundtrip, increasing to 10 weekly roundtrips in May. For detailed schedules and additional information, visit [www.flyporter.com](http://www.flyporter.com).

**About Destination Greater Victoria:** Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing and management 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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