



## **SURVEY REVEALS STRONG RESIDENT SUPPORT FOR TOURISM AND VISITOR ECONOMY, AND MANY WELCOME GROWTH**

**VICTORIA, B.C. (April 30, 2025)** – A comprehensive survey of residents in Greater Victoria reveals that sentiment toward tourism is overwhelmingly positive. Nearly 99 per cent of respondents agree tourism is important or very important for Victoria and the surrounding region. A total of 1,450 respondents from 13 Greater Victoria municipalities participated in the survey, making it the largest number of participants for a DGV-led resident survey to date.

One of this year's most revealing findings comes from the question: "Does Greater Victoria attract too many, not enough, or just the right amount of visitors?" According to respondents, almost 60 per cent of residents feel that current visitor levels are just right, but close to 30 per cent would like to see more.

DGV initiates resident surveys every few years to ensure that the perspectives and priorities of local residents are central to the region's tourism strategy. The survey provides valuable insights into the community's outlook on responsible growth and the benefits tourism brings to Greater Victoria. Destination Greater Victoria contracted an experienced, qualified third party Canadian firm, Discovery Research, to conduct the survey over two waves, in November and December 2024, and in February and March 2025.

The findings also reinforce the value residents place on tourism, with 93 per cent stating that tourism is good at supporting jobs for people living in Greater Victoria. 91 per cent agree it benefits local businesses.

"Tourism is an engine for small and medium-sized enterprises and a vital part of our community's success, especially during uncertain times. The good news is that our latest data shows the people of Greater Victoria recognize this, and they support not just the current level of tourism, but also the responsible growth of our visitor economy," said Paul Nurse, CEO of Destination Greater Victoria. "Our industry creates jobs, drives local spending, and enhances our communities and neighbourhoods. We're grateful to our residents for believing in the positive impact of welcoming visitors to our beautiful region."

DGV's latest Economic Impact Report, released in October 2024, reinforces the importance of the visitor economy in Greater Victoria. The report revealed that the sector supports some 25,000 jobs across the region, with approximately one in four families directly or indirectly supported by tourism. In 2023 alone, Greater Victoria welcomed 4.9 million visitors, and the visitor economy generated \$3.5 billion in business sales outputs. However, DGV's work is about more than just numbers; it's about building a sustainable, vibrant, and resilient community for all.

Destination Greater Victoria maintains a balanced approach to tourism growth. Ongoing initiatives include the work of DGV's Sustainability Advisory Committee and the development of a regional circular economy strategy. Tangible impacts include reducing single-use disposables

through a water fountain station program. In-house analysis shows Greater Victoria is the 're-sale' capital of Canada. DGV's IMPACT Sustainability Travel & Tourism Conference brings leaders together on these topics, and Victoria's achievement as North America's most sustainable destination, ranked #22 globally on the GDS-Index, demonstrates ongoing leadership in sustainability and destination stewardship.

Community support for tourism has continued to grow in recent years and Destination Greater Victoria's commitment to a sustainable and inclusive tourism sector that reflects both resident priorities and economic opportunity is reinforced by the results of the resident survey. DGV will use this feedback to inform ongoing tourism marketing, community engagement, and long-term planning.

For more information or to learn how Destination Greater Victoria is working for the community, please visit [www.destinationgreater victoria.com](http://www.destinationgreater victoria.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](http://www.destinationgreater victoria.com).

**Photos:** Available for download [here](#).

– 30 –

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