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Time to Travel

DGV's travel trade newsletter



Destination Greater Victoria is honoured to be based on the traditional territory of the Lekwungen-speaking peoples, whose historical relationships with the land continue to this day.

Hi Ari,

Happy 2025! The new year is here, and with it comes updates from Victoria, BC, to prepare you for what is to come as we move into Victoria's early spring blooms. Read on for plenty of new products, team updates, and opportunities to connect with us in person.



What's Happening

January is an exciting month, with two enticing annual programs to bring visitors closer to the culinary and wellness experiences in Victoria, BC.

Intention: A Wellness Getaway in Victoria - January 5-19, 2025

The first annual wellness getaway program wrapped up on January 19th, 2025. An opportunity to consider what is needed to flourish in the coming months, affirm new habits, recommit to mindful practices and reconnect with yourself. The program brings together unique workshops, events and wellness experiences making Victoria an ideal destination to begin the new year with intention. To give you a taste of what is to come in future editions, information on this year's edition can be found [here](#). Stay tuned for more details on next year's program taking place January 5-18, 2026.

Dine Around and Stay in Town - January 24- February 9, 2025

Dine Around 2025 features over 50 of Victoria's top restaurants offering set three-course menus at deliciously low prices, delighting locals and visitors alike! This 17-day culinary festival has the city's leading chefs curate some of the best farmed and foraged ingredients the region has to offer. More information can be found [here](#).



Image: Roasted Kuri Squash from 2025 Dine Around Menu
Credit: The Courtney Room

Product Update

Porter Airlines Increases Service to Victoria



Porter Airlines: Porter Airlines is increasing its service to the region, moving from a frequency of 7 to 11 weekly non-stop flights from Toronto to Victoria starting May 15, 2025.

Emily Carr House: This beautifully restored provincial and national historic site in Victoria, B.C., is the birthplace of famed writer and artist Emily Carr. The building and gardens are now a vibrant cultural centre for education, exploration, and mentoring. Public guided tours are offered multiple times daily, and group bookings for 10+ people are available upon request.

Aunty Collective Indigenous Creative Practice Hub: Honours the natural agency of Indigenous peoples to work and learn from within their ways of knowing and being. This is an Indigenous women/Indigequeer-owned and operated, trauma-informed art and culturally focused creative space. It provides a supportive platform and creates the capacity for Indigenous artists to share and sell their creations while providing access to authentic, Indigenous creative practices for allies and the public through their in-store, online shop, and gallery/studio space. Aunty Collective Indigenous Creative Practice Hub also provides workshops for groups of various sizes to practice drum making, beading, cedar weaving, and more.

BC Ferries: Starting this summer, BC Ferries passengers can look forward to an enhanced travel experience with the launch of Seascapes, a new onboard lounge featuring a selection of food and beverage options in a quiet, more relaxed setting. Located in the former Pacific Buffet space on board the two Spirit-class vessels, Seascapes will be a paid-access dining lounge offering breakfast, lunch, and dinner. For an entry fee of \$6, including tax, passengers can access the lounge and enjoy unlimited coffee, tea and fountain beverages.

Sustainable Spotlight

The 2025 IMPACT Sustainability Travel & Tourism Summit

Our annual IMPACT Global Summit in Victoria, B.C., unites DMOs, tourism operators, government, Indigenous leaders, and academia in a collaborative, innovative dialogue on our industry's challenges. This unique conference is an opportunity for tourism operators to gather around a central cause and explore new possibilities for the future of regenerative tourism. This conference is taking place this week, January 27-29, 2025. If you're not attending this year, we hope to see you in 2026! More details can be found on the [IMPACT website](#).



Travel Trade Team Update

Please join us in extending a warm welcome back to Chelsea Litland. Chelsea has returned from maternity leave to her role as Director, Travel Trade. In this capacity, she will resume her responsibilities, focusing on cruise development and overseeing our source markets in Europe and Australia.

We're also delighted to share that Ari Martinez, who covered for Chelsea during her maternity leave, will remain with us as Travel Trade Manager. Ari will manage our source markets in Canada, the US, Mexico, and Asia, along with consortia partnerships.

Travel Trade Specialist Bernard Rechico Moisan continues to support the team in various sales initiatives and the development of travel trade experiences.

Upcoming Events & Shows

Below is our Travel Trade Activity Calendar for 2025. We hope to see you at our upcoming events!

2025 Travel Trade Activities		
Tradeshow/Event	Date	Location
GO West Summit	Jan 6th - 9th	Palm Springs, California
Explore BC	Feb 19th	Vancouver, BC
Explore Vancouver Island	March 12th	Ucluelet, BC

Contact your Travel Trade Reps

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