



## **DESTINATION GREATER VICTORIA MOVES FORWARD WITH REGION-WIDE PROJECT TO REDUCE SINGLE-USE PLASTIC**

### **Drinking water stations coming soon to hotels across the region**

**VICTORIA, B.C. (June 17, 2025)** - Visitors to Greater Victoria will soon have increased access to water bottle refill stations in several hotel lobbies across the region. Destination Greater Victoria (DGV) is moving forward with a Circular and Sustainable Drinking Water Program, a region-wide initiative designed to reduce single-use plastic water bottles in Greater Victoria hotels through the installation of drinking water stations. The program aligns with DGV's commitment to responsible tourism, ensuring that environmental stewardship is at the core of our destination's growth and visitor experience.

While still in the early stages, this project will help select hotels install new drinking water stations and develop educational information to promote refilling reusable water bottles with Greater Victoria's clean, safe tap water. Participants include Hotel Grand Pacific and The Parkside Hotel & Spa, where planning and installation of new drinking water stations is already underway. The program aims to create a culture of reuse within the visitor economy by encouraging a shift away from single-use plastic water bottles. At minimum, with eight participating hotels, it's estimated that the project could eliminate more than 150,000 single-use plastic water bottles annually.

Key components of the program include:

- Financial support to install publicly accessible drinking water stations at participating hotels.
- A visitor-friendly map to locate refill stations throughout the region, including hotel lobbies.
- A pledge for hotels to eliminate the distribution of single-use plastic bottled water.

"Sustainability is at the heart of how we do business and how we support our community," says Paul Nursey, CEO of Destination Greater Victoria. "It's not a goal we can achieve alone. Our progress comes through partnership with our members, our industry, our government, and our visitors. Together, we're building a destination that leads by example."

The idea to promote sustainable drinking water in hotels originated as an idea within the hotel community. The grassroots effort expanded through the Hotel Association of Greater Victoria, evolving into a comprehensive program. Destination Greater Victoria, as the region's destination management organization, supported the initiative by submitting a grant application to secure the necessary funding.

Funding for this program is made possible through CleanBC Plastics Action Fund. Destination Greater Victoria gratefully acknowledges the financial support provided by the Province of British Columbia and Alacritty Canada through the Ministry of Environment and Climate Change Strategy.

Developing the Circular and Sustainable Drinking Water Program is just one example of DGV's commitment to sustainability and industry leadership. In 2024, Destination Greater Victoria and its members celebrated Victoria's ranking as the most sustainable destination in North America on the Global Destination Sustainability Index (GDS-Index). The accomplishment followed Greater Victoria becoming the first urban destination in Canada or the U.S. to achieve Biosphere Certification in 2023, recertifying in 2024 and 2025.

Biosphere is an internationally recognized sustainability certification developed by the Responsible Tourism Institute that sets standards based on the United Nations' Sustainable Development Goals to demonstrate a destination's or tourism business's commitment to responsible and sustainable practices.

To date, DGV is leading Western Canada with 74 members signed up for the Biosphere Certification program, and 20 members have achieved certification. Among them are Truffles Catering, recognized as North America's first Biosphere Certified caterer, Eagle Wing Tours, named the world's first Biosphere

Certified whale watching operator in 2023, and the Victoria Butterfly Gardens, the only attraction of its kind to be Biosphere Certified in B.C.

To guide DGV members through the certification process, DGV launched the Biosphere Certification Accelerator Program, a cohort-based system with continued assistance from DGV and other industry professionals. In 2024, seven participants completed the first-ever 15-week cohort, with two becoming fully certified.

Learn more about the [Biosphere Accelerator Program](#) and DGV's [sustainability efforts](#), by visiting our [website](#).

**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](#).

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

**MEDIA CONTACT:**

Astrid Chang  
Executive Director, Corporate Communications and Community Relations  
250-893-3995  
[astrid.chang@tourismvictoria.com](mailto:astrid.chang@tourismvictoria.com)