



# Climate Action Plan

## 2025-2027

# Territorial Acknowledgment

Destination Greater Victoria recognizes, with respect, that its office is located on the Territory of the lək'wəŋən peoples, now known as the Songhees Nation and Xwsepsum Nation. Destination Greater Victoria also respectfully recognizes that it operates on the Territory of the W̱SÁNEĆ Nations (W̱JOŁEŁP (Tsartlip), BOKÉĆEN (Pauquachin), S̱ÁUTW̱, (Tsawout) W̱SIKEM (Tseycum) and MÁLEXEŁ (Malahat)), and the Sc'ianew (Beecher Bay), T'Sou-ke, and Pacheedaht Nations.

# Introduction

Destination Greater Victoria (DGV) is the organization responsible for tourism marketing of Greater Victoria and plays an increasingly important role in destination stewardship within the local community. DGV aims to build a sustainable tourism industry that delivers shared community benefits and operates in alignment with local community values. As a destination that values sustainability as core to our brand and our way of doing business, DGV must take a strategic and collaborative approach to climate action, providing leadership and support to our local visitor economy partners.

## Context

The tourism industry is highly dependent on the climate of a given destination, often considered “a principal resource for tourism.”<sup>1</sup> As a result of climate change, the Intergovernmental Panel on Climate Change (IPCC) has noted the significant probability of increased extreme weather events, resulting in tourism infrastructure damage, higher operating expenses, emergency preparedness requirements, and business interruptions.<sup>2</sup> This is strikingly evident across the globe and can be seen occurring within many Canadian destinations. These events have been costly to recover from and have taken a significant toll on the communities involved, damaging their respective tourism industries.

The beauty of Greater Victoria relies heavily on the mild coastal weather, our stunning coastline, and the abundant biodiversity visible throughout our destination. As a coastal destination, Greater Victoria will continue to feel the growing impacts of climate change through increased temperatures, rising sea levels, biodiversity and habitat loss, and more. With climate change compounding issues already identifiable within the destination, the tourism industry continues to remain at increasing risk. This highlights the growing need for the tourism industry and our visitors to take an active role in climate mitigation activities to combat the growing risks of climate change on our destination. The DMO has a vital part to play in addressing these risks and keeping visitors safe as we continue to see extreme weather events at an increasing rate now and into the future.

In response to these issues, DGV is choosing to act in alignment with climate science, our local and provincial government partners, and global initiatives set in motion to address significant contributors to climate change and work towards making the changes needed to halt its continued growth. Tourism is heavily susceptible to the negative impacts of climate change, and therefore must address climate mitigation, adaptation, and reduction measures. DGV seeks to do its part in these efforts, aiming

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<sup>1</sup> [Disaster Risk Management for Coastal Tourism Destinations Responding to Climate Change, pg.19](#)

<sup>2</sup> [Disaster Risk Management for Coastal Tourism Destinations Responding to Climate Change, pg.19](#)

to build a healthy, climate-resilient destination and a visitor economy that will support the local community for generations to come.

## Purpose & Objectives

This Climate Action Plan aims to provide a clear, actionable, and measurable roadmap to move climate action forward within DGV and tourism within the destination.

Our Climate Action Plan is a living document that will evolve as we progress towards sustainability. By working together with our stakeholders, we aim to create a resilient and thriving destination.

The objectives, indicators, targets and actions outlined in this Climate Action Plan will be reported on through the DGV annual Sustainability Report.

## Framework

The framework utilized within this Plan follows that of the Glasgow Declaration and consists of five key areas of focus: measure, decarbonize, regenerate, collaborate, and finance. The **Glasgow Declaration on Climate Action in Tourism** aims to define a clear sector-wide message and approach to climate action and is the largest global effort to advance climate action in the tourism sector. This framework aims to showcase a roadmap for climate action in tourism by determining where we are now, establishing where we want to get to, showcasing how to get there and removing what is stopping us.

## DGVs Role

As a Destination Marketing Organization (DMO), DGV acts as a critical connection point to many tourism value chains throughout the destination and is well-placed to influence climate leadership and action within the local tourism industry. DGV has the opportunity to lead by example by supporting our members, building capacity for climate action within the local visitor economy, fostering strategic partnerships to enhance our impact, and reducing our corporate emissions. Due to DGV's limited capacity and resources, it is important that efforts are focused on maximizing delivery of benefits and impact.

Through DGVs' sphere of influence, the DMO will be able to foster climate action and tackle the increasing risk of climate change within our destination. The urgency of this issue provides opportunities for inclusive innovation led by DGV to address climate action in a holistic and effective way.

## DMOs' Areas of Influence

To ensure DGV remains efficient and effective within our climate action work, we must be aware of and focus on our main areas of influence as a DMO. According to a study conducted by the University of Queensland, there are areas of high, moderate, and low influence for a DMO in direct relation to climate action.<sup>3</sup> DMOs are said to have a high level of influence over factors in which the DMO remains in full control over both resources and processes, with the two primary areas identified as internal corporate decisions and the destination's marketing mix. The study goes on to state that the level of influence drops to moderate when resources are controlled by the DMO but processes are controlled by stakeholders.

The main examples of moderate influence identified in this study include energy consumption from tourism activities, capital investment in infrastructure through an advisory role, and advising other destination development areas through the visitor economy lens, such as transportation. Lastly the study indicates that low influence can be seen when both resources and processes are controlled outside of the DMO, with key examples including location and spatial structure within the destination, energy structure utilized throughout the destination, and supply chains throughout the destination which are based on macroeconomic factors like availability, price, and international trade. Remaining mindful of DGV's key areas of influence is essential in developing and executing an effective climate action plan and maximizing the impact of our work.

## Alignment with the United Nations Sustainable Development Goals

As our destination attracts international and national visitors, it is important for DGV to align with broader Global Goals towards sustainable development. It is critical that DGV's climate efforts support existing strategies and frameworks to maximize the impact of our efforts. This climate action plan directly aligns with the United Nations (UN) Sustainable Development Goals (SDGs) in multiple ways. This action plan aligns most directly with the following SDGs:

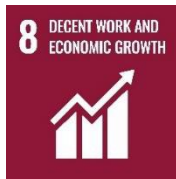


### **Affordable and Clean Energy**

As a critical component of this action plan, decarbonization requires a keen focus on clean energy for both visitors and locals in the destination, in alignment with SDG 7.

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<sup>3</sup> [Doing all we can? Destination management organizations' net-zero pledges and their decarbonization plans](#), pg. 11



### **Decent Work and Economic Growth**

SDG 8 is directly related to climate action in tourism, primarily through target 8.9: *“By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture.”*<sup>4</sup>



### **Industry, Innovation and Infrastructure**

SDG 9 is critical to climate adaptation and resilience within the tourism industry. Climate action and resilience are dependent on the infrastructure in place to sustain the destination now and into the future.



### **Sustainable Cities and Communities**

As a city destination, maintaining a sustainable city and community in alignment with SDG 11 is needed, both through partnerships with city stakeholders and the development of sustainable and inclusive urbanization.



### **Responsible Consumption and Production**

SDG 12 goes hand in hand with both our Climate Action Plan and DGV's Circular Economy Strategy, both of which must focus on resource efficiency to reduce GHG emissions and decarbonize the visitor economy.



### **Climate Action**

Each of the five pathways within this climate action plan – Measure, Decarbonize, Regenerate, Collaborate, and Finance – aligns directly with SDG 13, with climate action at the centre of this plan's purpose.



### **Partnerships for the Goals**

Collaboration is one of the five pathways needed to focus our efforts on climate action. As a DMO, partnerships are a crucial component of our work, relating directly to our sphere of influence.

## **Alignment with DGV's Existing Plans and Strategies**

DGV's existing plans and strategies call for Destination Greater Victoria taking climate action, including the Destination Master Plan 2025-2035 and DGV's Circular Economy Strategy.

### **Destination Master Plan 2025-2035:**

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<sup>4</sup> [21252030 Agenda for Sustainable Development web.pdf](#), pg. 24

- Leverage Biosphere Certification for Greater Victoria to further build the destination's brand and credentials and to attract funding to support emerging sustainability initiatives, including with industry partners.
- Develop and implement an industry-leading circular economy strategy for Greater Victoria's visitor economy.
- Support healthy and sustainable local food systems, including access to locally-grown food for visitor economy businesses
- Work with industry and government partners to reduce waste and carbon emissions, in alignment with provincial and local government policies and targets.
- Foster partnerships to support ecological restoration and regeneration

#### **Circular Economy Strategy:**

- Endorse the Glasgow Declaration and develop a climate leadership strategy
- Support the creation and implementation of low-carbon transportation and experiences
- Foster destination stewardship through regenerative tourism practices within the visitor economy

## **Government Partners' Emissions Reduction Targets**

There are currently ambitious emissions targets set out by the City of Victoria and the District of Saanich, as well as both the Provincial and Federal governments. These targets directly align with global emissions targets and mirror those set within the Glasgow Declaration. These commitments are as follows:

#### **City of Victoria**

- Climate Leadership Plan Update: Community GHG emissions reduction target committed to net-zero by 2050
- Reduce community GHG emissions by 50% (of 2007 baseline levels) by 2030, and City of Victoria corporate emissions by 60% by 2030

#### **District of Saanich**

- 2020 Climate Plan: 100% Renewable and Resilient Saanich: 50% emissions reduction by 2030 (2007 baseline)
- Net-Zero emissions by 2050

#### **CleanBC Roadmap to 2030:**

- 40% emissions reduction by 2030 (2007 baseline)
- 80% emissions reduction by 2050 (2007 baseline)
- Net-Zero emissions by 2050

To assist our government partners in achieving these goals, DGV will work within its means and sphere of influence to align and support their ongoing efforts.

On a global scale, tourism accounts for 8-11% of the world's carbon emissions on average<sup>5</sup>. With tourism as Greater Victoria's second largest industry, that percentage is likely even higher, making the visitor economy a critical piece to the puzzle of local climate action.

## Proposed Targets

In alignment with our government partners and global commitments, it is recommended that Destination Greater Victoria aim to halve emissions by 50% by 2030 and reach Net Zero by 2050. These will be our new corporate emissions reduction targets, and the targets that we would support the local visitor economy in working towards.

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<sup>5</sup> [A Net Zero Roadmap for Travel & Tourism](#), pg. 13



## **Appendix A.**

### **Destination Greater Victoria – Climate Action Plan 2025-2027**

Within this action plan, DGV has laid out objectives followed by indicators, targets and actions. This plan encompasses three years of action from 2025 - 2027. The framework used to create the objectives below follows the five pathways laid out within the Glasgow Declaration, including Measure, Decarbonize, Regenerate, Collaborate, and Finance.

DGV acknowledges that some targets in this climate action plan are ambitious within the current timeline. Nonetheless, we are committed to pursuing them with urgency, accountability, and a science-based approach. We will report on our progress regularly and transparently, recognizing that measurable progress—even if imperfect—is essential. As climate science and global conditions evolve, DGV will remain agile, adjusting our strategies in alignment with the most current data and best practices.

These objectives, indicators, targets and actions will be reported on annually through DGVs Sustainability Report.

	<i>Development</i>
	<i>Implementation</i>

## MEASURE

Level of DMO Influence	Objective	Indicator	Target	Action	2025	2026	2027
High	Understand where DGV's corporate GHG emissions are generated.	Corporate emissions are reported publicly and posted yearly on the DGV website.	Measure all corporate scope 1, 2, and 3 emissions on an annual basis.	Work with an accredited third-party consultant to calculate corporate emissions.			
Moderate	Identify key climate change risks to tourism in the destination and develop a list of adaptive measures to reduce these risks.	Execution of a Climate Risk Assessment for the destination with a focus on tourism	Complete a Climate Risk Assessment report for the destination with a focus on tourism impacts by the end of 2027	Explore a partnership with the City of Victoria to conduct a Climate Risk Assessment of Victoria with a focus on tourism.			
Moderate	Measure GHG emissions tourism businesses in the destination.	Have a measurement plan for quantifying tourism emissions in the destination by 2027.	Initiate conversations with local government partners by June 2026.	Support local government partners in developing a plan for measurement.			

DECARBONIZE							
Level of DMO Influence	Objective	Indicator	Target	Action	2025	2026	2027
High	Reduce corporate GHG emissions in alignment with the Paris Accord, local government targets and the Glasgow Declaration	Publicly report GHG emissions progress yearly on the DGV website	Halve corporate emissions by 50% by 2030 (from baseline year of 2020) and reach Net Zero by 2050	DGV CEO to sign the Glasgow Declaration on behalf of DGV.			
				Reduce GHG emissions generated by the Visitor Guide through innovative redesign.			
				Reduce GHG emissions generated by Corporate Travel through a tiered implementation plan.			
Moderate /Low	Reduce per-visitor, per-night emissions.	An increase in the availability of low-emission transit options for visitors.	Collaborate on at least two advocacy initiatives per year focused on electrification or expansion of low-emission transportation options.	Advocate for and support the electrification of all modes of transportation.			
			Publish and distribute a policy brief or position paper outlining the economic benefits of rapid transit to the tourism sector, with a presentation to at least two local councils or committees by Q4 2026.	Support the development of rapid transit throughout the destination.			

# REGENERATE

Level of DMO Influence	Objective	Indicator	Target	Action	2025	2026	2027
High	Support climate adaptation and ecological restoration projects and activities within the destination.	Partner with the Peninsula Streams Society to support ecological restoration projects that regenerate the natural environment and enhance climate resilience.	Support at least 2 local ecological restoration projects by 2027.	Provide annual funding to support restoration projects in Greater Victoria.			
Moderate	Support food waste reduction and promote regenerative agriculture in the destination.	Understand food waste volumes and current waste reduction initiatives in the region.	Have 25% of food member businesses participate in a food waste survey by the end of 2026	Include food waste as a subject within a sustainability survey of member businesses.			
		Increased number of tourism businesses acting on food waste within their operations.	Increase food waste action taken by member businesses by 20% by end of 2027 from baseline of 2026 survey results.	Continue sharing knowledge and resources relating to food waste reduction to member businesses and track sentiment through member survey results year over year.			
		Increased awareness and usage of local regenerative agriculture resources and suppliers by tourism businesses.		Explore partnership with a food waste reduction and/or tracking organization.			
Moderate	Promote regenerative agritourism experiences.	Increase the number of regenerative agritourism experiences promoted annually.	Support at least two regenerative agritourism events annually through partnerships.	Collaborate with CRFAIR to deliver Flavour Trails and promote regenerative farms within the supply chain.			
				Provide resources and outreach to encourage members to source from regenerative producers and participate in agritourism experiences.			

# COLLABORATE

Level of DMO Influence	Objective	Indicator	Target	Action	2025	2026	2027
High	Promote and activate DGV's sustainable procurement policy.	Increased usage and awareness of the sustainable procurement policy.	Hold a minimum of one staff training session annually that focuses on sustainable procurement, in line with our procurement policy starting in 2025.	Create staff training that focuses on sustainable procurement in line with various departmental supply chains.			
Moderate	Work to identify, support, and address barriers to climate action by member businesses.	Understand existing climate action barriers for member businesses to engage in climate action initiatives.	Clearly defined list of top 3-5 constraints and the factors that contribute to them	Conduct a member survey to collect data on climate action barriers for member businesses by end of 2026, combined with secondary research to gain a deeper understanding of the barriers to climate action for tourism businesses.			
		Increased adoption of climate action by member businesses.	Increased participation rate of 15% in climate-related initiatives and/or workshops organized by DGV by 2027.	Synthesize survey data and shift organized initiatives to align with identified climate action barriers.			
Moderate	Work with government partners to identify key climate change risks to tourism in the destination and develop a list of adaptive measures to reduce these risks.	Execution of a Climate Risk Assessment for the destination with a focus on tourism	Complete a Climate Risk Assessment report for the destination with a focus on tourism impacts by the end of 2027	Explore a partnership with the City of Victoria to conduct a Climate Risk Assessment of Victoria with a focus on tourism.			

# FINANCE

Level of DMO Influence	Objective	Indicator	Target	Action	2025	2026	2027
Moderate /Low	Attract high-spend, low-carbon visitors, including through business events, and increase the average visitor length of stay.	An increase sustainable tourism as an influencing factor when choosing a destination for visitors.	Increase visitor sentiment towards sustainability as a deciding factor in visitation by 15% by 2027.	Continue conducting visitor surveys and track sustainability as a deciding factor of visitation, including surveys put out through Business Events.			
High	Review Marketing Mix for future carbon reduction.	Increased focus on climate-optimal markets.	Conduct a carbon profile analysis of top visitor markets, identifying climate-optimal markets by the end of 2026.	Conduct a carbon profile analysis to identify the highest dollar spend to carbon emissions ratio.			
High	Help our members find funding sources to invest in sustainable operations and other initiatives.	Increased exposure of resources shared and funding opportunities for member businesses.	Launch sustainability resource hub to all members in 2025	Compile previous sustainability content and resources shared to members through member minutes newsletter from 2024-2025.			
			Send out quarterly sustainability newsletters beginning in early 2026.	Build out a list of willing members and collect relevant resources to highlight.			