



## **NORTHWEST DEUCE DAYS 2025 BROUGHT HUNDREDS OF CLASSIC CARS TO GREATER VICTORIA FOR FOUR-DAY EVENT**

**Preliminary estimate indicates event provided a \$2.9 million boost to local economy**

**VICTORIA, B.C. (July 25, 2025)** – Last week, the roar of engines and a rainbow of classic cars signaled the arrival of Northwest Deuce Days 2025. From July 17-20, 2025, 1,300 pre-1952 classic cars filled the streets of Greater Victoria for four days of festivities including a Poker Run and Sunday spectator show around the Legislature. Northwest Deuce Days was brought to life by a passionate team of more than 200 volunteers who worked around the clock to ensure the event's success.

Northwest Deuce Days is the largest gathering of Deuces worldwide. A preliminary estimate indicates the 2025 edition delivered a significant boost to Greater Victoria's visitor economy, generating approximately \$2.9 million in economic impact. The number of vehicles and participants travelling to the region for the event increased by 8 per cent over 2022 when Northwest Deuce Days was last held in Victoria, helping to support 650 local jobs and energizing the hospitality, retail and services sectors. A comprehensive, detailed economic impact report will be available in the near future.

"Once again, Northwest Deuce Days brought incredible energy into our region, drawing thousands of visitors and delivering major economic benefits for Greater Victoria, while putting our destination on display around the world," says Paul Nursey, CEO of Destination Greater Victoria. "Welcoming 520 vehicles from the U.S. is a reflection of the event's ability to bring people together and create lasting connections across borders."

### **Event Highlights:**

- Participants travelled from as far as Australia, New Zealand, Sweden and Finland.
- Fords accounted for the largest number of participating vehicles, with 1,060 in attendance.
- Vehicles ranged from as early as 1913, with the majority (950) originating from the 1930s.

Northwest Deuce Days operates on a three-year cycle and will return to Greater Victoria in 2028, continuing this celebrated tradition in our community.

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

**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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