



VICTORIA, B.C. NAMED WORLD'S BEST SMALL CITY FOR THIRD CONSECUTIVE YEAR BY CONDÉ NAST TRAVELER IN 2025 READERS' CHOICE AWARDS

Victoria, B.C. (October 7, 2025) – For the third year in a row, Victoria, B.C. has been named the No.1 Small City in the World in Condé Nast Traveler's annual Readers' Choice Awards. The waterfront capital of British Columbia placed ahead of other notable destinations, including Puerto Vallarta, Mexico; Florence, Italy; Lucerne, Switzerland; and San Miguel de Allende, Mexico.

"Being recognized as the World's Best Small City by Condé Nast Traveler's discerning readers for a third consecutive year is both an honour and a testament to Greater Victoria's incredible community," said Paul Nursey, CEO of Destination Greater Victoria. "This achievement reflects the quality and dedication of our members and their teams, whose passion for service and hospitality sets Greater Victoria apart on the global stage. Our investment in strategic media and public relations has significantly increased international awareness of the destination, and this recognition demonstrates the impact of our combined efforts. Thank you to our members, partners, and the entire community. This accomplishment is ours to share."

More than 750,000 Condé Nast Traveler readers across the United States shared their insights, rating destinations worldwide to highlight the places they look forward to returning to the most. The Readers' Choice Awards, celebrated as the travel industry's longest standing and most esteemed accolades, continue to represent a mark of excellence in the global travel sector. The full list of winners can be found [here](#).

Victoria is a city unlike any other, with boutique hotels, world-class attractions, and fresh farm-to-table dining that's measured on a scale of metres not miles. Nestled between the tranquil waters of the Salish Sea and the mighty rainforests of Vancouver Island, visitors are invited to follow their own path and wander down some of ours to discover, uncover, and explore. Sustainability lies at the heart of Greater Victoria's approach, reflecting the values upheld by the community. Recognized as one of North America's most sustainable destinations on the Global Destination Sustainability Index (GDS-Index), Victoria was the first urban destination in Canada or the U.S. to earn Biosphere Certification in 2023, successfully recertifying in both 2024 and 2025.

"This award highlights what makes Greater Victoria exceptional and why we are so proud to share our region with the world," adds Nursey. "Our commitment is to deliver authentic, memorable experiences and to keep raising the bar for responsible, welcoming tourism."

The 2025 Readers' Choice Awards are published on Condé Nast Traveler's [website](#) and celebrated in the November issue.

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 approximately 950 businesses and municipalities in Greater Victoria. For more information, visit the Destination Greater Victoria [website](#).

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