



ANNUAL GREATER VICTORIA FLOWER COUNT RETURNS THIS MARCH 51st event coincides with fundraiser for Victoria's iconic hanging flower baskets

Victoria, B.C. (February 25, 2026) – While many parts of Canada are still in the grips of winter, Greater Victoria is getting ready to tally blossoms with the return of the Greater Victoria Flower Count. This year's count runs March 4-11. The event encourages community participation and friendly student competition as participants are challenged to tally blossoms and submit entries to earn the title of "Bloomingest" community. The Greater Victoria Flower Count began five decades ago as a light-hearted tourism promotion designed to showcase the region's mild climate and global reputation as Canada's Garden City.

This year's Flower Count coincides with the launch of a pilot fundraising program that invites individuals and organizations to make donations to help sustain Victoria's iconic hanging flower baskets. In fall 2025, Victoria City Council approved a suite of budget adjustments to reduce property tax impacts. This resulted in a 50 per cent reduction to the hanging basket program, from approximately 1,200 baskets to 600 baskets annually. The Hanging Basket Donation Program provides a voluntary way for residents, businesses, and organizations to help sustain this longstanding tradition. The fundraising target is \$130,000, which would restore the program to its previous scale. Destination Greater Victoria and The City of Victoria are working together to administer the Hanging Basket Donation Program.

The program is on its way to achieving its fundraising target thanks to generous contributions from community supporters. The Butchart Gardens is contributing \$25,000, the Downtown Victoria Business Association and Destination Greater Victoria are each providing \$10,000, and media partner CHEK is supporting the Program with \$10,000 in promotional and financial contributions.

Donations to the program can be made by visiting the City of Victoria or Destination Greater Victoria, either in person or online. Learn more about how to contribute to the Hanging Basket Donation Program at www.flowercount.com or www.victoria.ca.

The Greater Victoria Flower Count begins at 7:00 a.m. next Wednesday, March 4, and runs until 4:00 p.m. on Wednesday, March 11. Last year, more than 44 billion flowers were counted. The City of Victoria claimed the top spot as "Bloomingest" community, counting 30.32 billion blooms. Kate Moll's class at Margaret Jenkins elementary school tallied over 11 billion blossoms, winning a special trip to The Butchart Gardens via LA Limousines. This year's winning class will receive the same exciting prize. Flower counts can be submitted at www.flowercount.com.

Participants can follow the count from March 4 to 11 on social media through Facebook and Instagram (@flowercount). Any floral post using the #FlowerCount hashtag on Instagram earns an entry to win an exciting prize from one of our local sponsors. Sponsor Used.ca is back to continue the tradition of the daily Find The Hidden Bloom contest. Used.ca will hide a flower on their Victoria pages and share a hint as to where to find it on their social channels. If you find the daily bloom, you are entered to win a local prize package.

The 51st annual Greater Victoria Flower Count is sponsored and supported by Destination Greater Victoria, Fairmont Empress, The Butchart Gardens, LA Limousines, Used.ca, Uptown, Abkhazi Garden & Tea House, Victoria Butterfly Gardens, Free Spirit Botanicals, Pizzeria Prima Strada, Gardens at HCP, Emerald Day Spa, Silk Road Tea, Ocean 98.5, and CHEK Media.

Quotes:

“The Greater Victoria Flower Count and Hanging Basket Donation Program show how community alignment and destination development go hand in hand. Supporting a vibrant streetscape strengthens the experience for residents and visitors. This sense of place is fundamental to a healthy, sustainable visitor economy.” – Paul Nursey, CEO of Destination Greater Victoria

“For generations, Victoria’s reputation as the Garden City has been rooted in the care shown by our community. Since the hanging basket program began in 1937, flowers have helped define the welcoming character of our downtown. The Greater Victoria Flower Count continues this tradition, inviting residents to celebrate our city’s natural beauty. I am grateful to everyone supporting the Hanging Basket Donation Program and helping keep these cherished symbols of our city thriving.” – Marianne Alto, Mayor of Victoria

“From the annual flower count to our downtown hanging baskets, gardens and blooms are woven into the identity of Victoria and the Saanich Peninsula. To create a vibrant welcome for residents and visitors alike, The Butchart Gardens is proud to sponsor the 2026 flower count and help lead the return of our downtown hanging baskets.” – Dave Cowen, CEO of The Butchart Gardens

“The DVBA is pleased to be part of this effort to maintain our cherished downtown tradition of the beautiful hanging flower baskets. They are an essential component to the look and feel of one of the best mid-sized downtowns in North America.” – Jeff Bray, CEO of Downtown Victoria Business Association

“Victoria’s hanging flower baskets are more than just beautiful displays — they’re an iconic symbol of our community. CHEK is proud to stand alongside our community partners to help preserve this cherished tradition and ensure our city continues to bloom for residents and visitors alike.” – Rob Germain, CEO of CHEK Media

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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