

DESTINATION GREATER
VICTORIA

Destination Stewardship & Sustainability Strategy

2026 - 2028



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

Purpose and Role of This Strategy

Destination Greater Victoria's Destination Stewardship and Sustainability Strategy establishes the overarching framework that guides how tourism and business events contribute to long term economic vitality, community well being, and environmental responsibility across Greater Victoria.

This strategy serves three core purposes:

- To align all DGV sustainability and stewardship plans, programs, and policies under a single strategic direction
- To guide decision making across tourism marketing, destination management, and business events
- To provide a clear framework for measuring, reporting, and improving destination sustainability performance in line with the United Nations (UN) Sustainable Development Goals (SDGs)

Rather than duplicating existing documents, this strategy weaves together current commitments, priorities, and initiatives from across DGV's planning framework, aligning them toward a shared set of destination wide outcomes.

As a core part of DGV's strategy, meetings, conferences, and business events play a critical role in delivering sustainability outcomes, particularly in strengthening year-round visitation and reducing seasonal pressures.

Sustainable Tourism Through Destination Greater Victoria: Context and Evolution

Greater Victoria's natural environment, neighbourhoods, public spaces, and quality of life for residents are central to what makes the destination attractive to visitors. When stewarded and managed in alignment with local values and priorities, tourism can play a positive role in preserving and regenerating the attributes that make Greater Victoria so beloved by residents and visitors alike.

DGV's approach to sustainability recognizes that tourism is not an isolated industry, but one that is deeply interconnected with transportation systems, housing, public infrastructure, cultural life, environmental health, and community well being. As visitation has grown and evolved, so too have expectations from residents, visitors, event planners, governments, and industry partners that tourism must be managed responsibly.

A Destination Shaped by Community Values

Research and engagement consistently show that residents of Greater Victoria:

- recognize tourism as an important economic driver,
- support continued visitation when it is managed responsibly, and
- place high value on environmental stewardship, livability, and year round economic stability.

At the same time, visitors increasingly expect destinations to demonstrate credible sustainability leadership. Sustainability considerations now influence destination choice, event bidding, supplier selection, and visitor behaviour, particularly regarding transportation, accommodation, events, food systems, and experiences.

DGV's approach to sustainable tourism acknowledges this dual responsibility:

- to protect and enhance the community's quality of life and natural environment, and
- to support a strong, resilient visitor economy that delivers shared benefit.

These policies and directions were established in the context of existing sustainability, tourism and economic development strategies of the City of Victoria, Capital Regional District, Province of British Columbia, and the Federal Government of Canada. DGV also works in close alignment to Destination BC, and their sustainable tourism efforts. Additionally, this sustainability strategy is in direct alignment with the City of Victoria's official community plan.

The Role of Destination Greater Victoria

As the region's destination organization, DGV occupies a unique position between industry, government, residents, and visitors. While DGV does not regulate tourism activity, it plays a critical leadership and coordination role through:

- destination marketing and storytelling,
- destination and visitor management,
- business events development and stewardship,
- membership support and advocacy,
- industry education and capacity building, and
- research, data, and performance measurement.

This role enables DGV to influence how tourism and events develop across the destination, setting expectations, encouraging best practices, and aligning stakeholders and partners around common sustainability goals.

DGV's work in sustainable tourism has evolved from individual initiatives to a systemic, destination wide approach. This evolution reflects growing recognition that sustainability is not a separate stream of work, but a lens through which destination decisions are made.

First Nations Partnerships and Reconciliation

First Nations partnerships and reconciliation are foundational to Destination Greater Victoria's approach to sustainability and destination stewardship. Local First Nations are the original and continued stewards of these lands and waters, and their leadership, knowledge systems, and governance are essential to shaping a resilient, inclusive, and regenerative visitor economy.

Consistent with DGV's business planning priorities, the organization aims to build and sustain strong, trust based relationships with local First Nations and is committed to supporting Indigenous led tourism, place based stewardship, and economic reconciliation. Rather than approaching reconciliation as a standalone activity, this strategy seeks to embed First Nations partnerships across its pillars.

DGV's current priorities and actions in this area include:

- Building strong relationships with local First Nations, actively supporting economic reconciliation
- Continue the Visitor Centre partnership with Songhees Tours, providing prominent space within a hub of the visitor economy
- Deepen our partnership with Indigenous Tourism BC to support Indigenous-owned tourism businesses in Greater Victoria and the growth of authentic Indigenous tourism
- Work collaboratively with the Songhees Nation and Xwsepsum Nation to deepen partnerships and invest in shared tourism priorities
- Support and sponsor the South Island Powwow and other significant reconciliation and Indigenous cultural events

From Initiatives to an Integrated Sustainability System

DGV has already established a strong foundation in sustainable tourism through a range of initiatives and commitments, including:

- achieving and maintaining Biosphere Certification for Greater Victoria since 2023, an internationally recognized sustainability framework;
- measuring and offsetting its organizational emissions since 2018 through Ostrom Climate, showcasing leadership by example;
- including a Sustainability Committee within our governance structure since 2019, guiding DGV's approach to sustainability and stewardship;
- embedding sustainability into major events through the Sustainable Events Guide and Impact & Legacy Program since 2025;

- advancing climate mitigation and adaptation through the 2025 – 2027 Climate Action Plan;
- supporting waste reduction and innovation through the Circular Economy Strategy published in 2025;
- prioritizing equity, diversity, inclusion, and accessibility through the EDIA Policy and Action Plan since 2023.

What has been required and what this strategy provides is a unifying narrative and structure that brings these efforts together, clarifies their collective purpose, and aligns them with destination wide outcomes.

Sustainable Tourism as Destination Stewardship

In Greater Victoria, sustainable tourism is inseparable from destination stewardship. Stewardship recognizes that the destination is not a product to be consumed, but a shared place that must be cared for collectively.

This means:

- managing growth in ways that respect environmental limits and community capacity,
- addressing seasonality and concentration of visitors, not simply increasing volume,
- supporting neighbourhoods, local businesses, and regional dispersion,
- ensuring tourism contributes positively to social, cultural, and economic outcomes.

Business events are a critical part of this stewardship model. Conferences, meetings, and sporting events help stabilize visitation throughout the year, support higher value travel, and create opportunities for knowledge exchange, community contribution, and legacy initiatives.

A Foundation for the Strategy That Follows

This **Destination Stewardship & Sustainability Strategy** builds on DGV’s existing leadership in sustainable tourism and responds to the clear direction provided through research and engagement. It reflects a shift from individual sustainability actions to a coordinated, measurable, and continuously improving system.

The sections that follow outline how this approach is operationalized through:

- clear governance and accountability,
- integrated strategic pillars,
- and a destination wide sustainability measurement framework aligned with Global Destination Sustainability (GDS) criteria.

Together, these elements ensure sustainable tourism in Greater Victoria is not only aspirational but practical, credible, and embedded in DGV’s ongoing work.

Alignment with the United Nations Sustainable Development Goals (UN SDGs)

Destination Greater Victoria's Sustainability & Destination Stewardship Strategy is directly aligned with the **United Nations Sustainable Development Goals (SDGs)** and recognizes tourism's role as a catalyst for sustainable development when it is planned and managed responsibly.

Through Biosphere Certification, destination-level planning, business events leadership, and industry capacity-building, DGV's sustainability efforts are intentionally designed to prioritize the SDGs most relevant to the visitor economy and the social, environmental, and economic context of Greater Victoria.

Priority SDGs and Target Areas

This strategy most directly advances the following SDGs and associated targets:

8 DECENT WORK AND ECONOMIC GROWTH



SDG 8: Decent Work and Economic Growth

The tourism industry employs many residents in Greater Victoria. This strategy supports sustained, inclusive economic growth by:

- strengthening **year-round visitation** and addressing seasonality,
- supporting **resilient, locally owned businesses, and**
- **advancing decent work, workforce stability, and skills development,** including through business events and industry training.

Relevant targets:

- 8.9 - *sustainable tourism that creates jobs and promotes local culture and products,*
- 8.3 - *supporting entrepreneurship and small businesses.*

11 SUSTAINABLE CITIES AND COMMUNITIES



SDG 11: Sustainable Cities and Communities

As an urban destination, Greater Victoria's sustainability depends on livability, access, and community well being. This strategy contributes to SDG 11 by:

- integrating tourism into broader **destination management and placemaking efforts,**

- promoting **accessible and inclusive visitor experiences**, and
- supporting responsible growth that aligns with **community values and resident quality of life**.

Relevant targets:

- 11.4 - *protecting cultural and natural heritage,*
- 11.7 - *inclusive and accessible public spaces.*

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



SDG 12: Responsible Consumption and Production

This strategy advances more responsible tourism practices across the visitor economy by:

- supporting **circular economy initiatives** and waste reduction,
- enabling **sustainable procurement and event delivery**,
- encouraging businesses to measure and reduce environmental impacts.

Relevant targets:

- 12.2 - *sustainable management of natural resources,*
- 12.5 - *waste reduction,*
- 12.b *sustainable tourism tools and monitoring.*

13 CLIMATE ACTION



SDG 13: Climate Action

Climate action is a core pillar of this strategy. DGV contributes to SDG 13 by:

- measuring and reducing **corporate and conference centre emissions**,
- supporting **decarbonization and climate resilience** within the visitor economy,
- integrating climate considerations into organizational activities and events.

Relevant targets:

- 13.2 - *Integrating climate measures into strategies and planning.*



SDG 17: Partnerships for the Goals

Achieving sustainable tourism outcomes requires collaboration across sectors. This strategy advances SDG 17 by:

- working in partnership with First Nations, **industry, governments, residents, and NGOs,**
- supporting collective action through **certification, data sharing, and shared measurement systems,**
- aligning destination efforts with **global frameworks,** including GDS and Biosphere.

Relevant targets:

- *17.16 and 17.17 - multi stakeholder partnerships and collaboration.*

From Global Goals to Local Action

By aligning this strategy with the UN SDGs, Destination Greater Victoria ensures that global sustainability principles are translated into practical, place based action. The SDGs provide a common language and framework that strengthens accountability, supports international benchmarking, and reinforces Destination Greater Victoria's position as a responsible and forward thinking destination organization.

This alignment also supports consistent reporting through Biosphere Certification and the Global Destination Sustainability Index, enabling DGV to demonstrate progress in ways that are credible, transparent, and internationally recognized.

Strategic Context and Alignment

This strategy is grounded in Destination Greater Victoria's existing organizational, destination, and sustainability planning framework.

Organizational and Destination Alignment

The strategy aligns directly with:

- **DGV's 2022-2026 Strategic Plan,** embedding sustainability and stewardship into enterprise priorities
- **Annual Business Plans and Balanced Scorecards,** ensuring sustainability performance is tracked alongside economic and organizational outcomes
- **Greater Victoria Destination Plan: Elevation & Renewal (2025-2035),** particularly goals related to stewardship, placemaking, mobility, and sustainability

Sustainability and Stewardship Frameworks

This strategy integrates and advances:

- The **Climate Action Plan (2025–2027)**
- The **Circular Economy Strategy**, including circular pilot and catalyst programs
- The **Sustainable Events Guide and Impact & Legacy Program**
- The **EDIA Policy and Action Plan**
- **Biosphere Certification** at both destination and business levels

A Foundation of Research and Data

The strategy is informed by DGV’s corporate research, including:

- The **Economic Impact of Tourism Report (2024)**
- The **2025 Visitor Survey**, including the sustainability influence on travel decisions
- The **2025 Resident Perceptions of the Visitor Economy Survey**
- Member surveys and industry engagement on sustainability priorities

Collectively, this evidence confirms that tourism delivers significant economic and social value, while also reinforcing resident and visitor expectations for environmental responsibility, inclusion, and responsible growth.

Vision for a Sustainable Visitor Economy

Destination Greater Victoria’s vision is to be internationally recognized as a leader in sustainable tourism and business events, delivering high quality visitor experiences while stewarding and regenerating the qualities that make Greater Victoria a great place to live and visit.

A sustainable visitor economy is one that:

- Supports **year-round jobs and resilient local businesses**
- Aligns with **community values and resident priorities**
- Protects and regenerates **natural and cultural assets**
- Reinforces Greater Victoria’s reputation as a responsible, **well managed destination**

Governance, Engagement, and Accountability

Governance and Leadership

Sustainability and stewardship are embedded within Destination Greater Victoria's governance structure, ensuring accountability at the highest level.

Key governance mechanisms include:

- **Board oversight** of sustainability performance and direction
- **The Sustainability Committee**, providing strategic advice and cross sector alignment
- **Integration into DGV's enterprise planning and Balanced Scorecard**, reinforcing sustainability as core business

This approach ensures sustainability is not treated as a standalone initiative, but as a guiding lens across all organizational activities.

Stakeholder and Community Engagement Methodology

The development of this Destination Stewardship & Sustainability Strategy was guided by an intentional engagement process, distinct from Destination Greater Victoria's ongoing stakeholder and community engagement activities.

Strategy Specific Engagement

Engagement undertaken specifically to inform this strategy was designed to test priorities, gather direction, and ensure alignment with community values and industry realities. This included:

- Strategic engagement with the Sustainability Committee, focused on reviewing draft directions, testing alignment with global best practices (including GDS), and identifying priority areas for action and measurement.
- Resident input was gathered through a dedicated resident engagement portal created specifically for this strategy, providing an opportunity for feedback on destination sustainability, tourism impacts, and stewardship priorities.
- Industry and member engagement, including a member business survey, focused on priorities, capacity building, and the role of DGV in enabling sustainable practices.
- Visitor research, using a destination wide visitor survey to assess how sustainability, community values, and responsible travel considerations influence visitor decision making and experience.

This targeted engagement informed the structure, priorities, and focus areas of the strategy and was used to confirm areas of convergence and tension across interest holder groups.

Ongoing DMO Engagement as an Input

In addition to strategy specific engagement, the strategy also draws from DGV's established, ongoing engagement mechanisms, which provide longitudinal insight into destination conditions and sentiment. These include:

- Regular resident perception research conducted by DGV.
- Visitor surveys and economic impact research.
- Ongoing dialogue with members, event partners, First Nations and municipal and community stakeholders through DGV's operational activities.

These ongoing engagement processes provide continuity and context, ensuring the strategy is grounded in an evidence base that extends beyond a single planning cycle.

Key Engagement Themes

Across both strategy specific and ongoing engagement, several consistent priorities emerged, including:

- The importance of environmental protection and climate action.
- The need to manage seasonal and peak period pressures, rather than simply increasing visitation.
- Strong support for tourism that delivers year round economic and community benefits.

An Adaptive and Ongoing Approach

Engagement is not treated as a **one-time** input to this strategy. Ongoing stakeholder and community engagement is a foundational component of implementation, supporting:

- continuous monitoring of resident and visitor sentiment,
- regular review of sustainability performance and priorities, and
- adaptive management as destination conditions and expectations evolve.

This engagement led approach is fundamental to maintaining tourism's social licence and ensuring the strategy remains credible, responsive, and reflective of Greater Victoria's shared values over time.

Strategic Pillars

The strategic pillars that follow translate Destination Greater Victoria's sustainability vision into a clear, organized framework for action. Together, they identify the core focus areas through which sustainability and destination stewardship are advanced across tourism and business events, reflecting both DGV's role as a destination organization and the priorities which emerged through research and engagement.

Each pillar brings together existing initiatives, policies, and programs under a shared strategic intent, clarifying how environmental, social, and economic considerations are integrated into destination management, industry support, and visitor economy development. While presented as distinct areas, the pillars are deliberately interconnected and mutually reinforcing, ensuring that progress in one area supports outcomes across the others. Collectively, they provide a practical framework for implementation, measurement, and continuous improvement, aligned with global best practices.

While the strategic pillars articulate DGV's areas of focus and stewardship intent, detailed objectives, indicators, targets, and actions are set out in the accompanying implementation and measurement framework.

Pillar 1: Climate Action, Environmental Stewardship, and the Circular Economy

Climate change poses clear risks to Greater Victoria's environment, infrastructure, and visitor economy. As a coastal destination, both resilience and emissions mitigation must be central considerations.

This pillar focuses on environmental leadership, advocacy, and capacity building within DGV's sphere of influence across the visitor economy.

Key focus areas include:

- Climate action and decarbonization aligned with municipal, provincial, and global targets, including the Glasgow Declaration
- Carbon measurement and reduction across corporate operations, events, and partner activities
- Circular economy practices that reduce waste and material consumption
- Place based environmental stewardship, including restoration, biodiversity, ecosystem health, and First Nations led stewardship initiatives

This pillar is advanced through:

The Climate Action Plan, structured around measurement, reduction, regeneration, collaboration, and finance

- Carbon calculation and offsetting, including the use of Ostrom Climate
- Circular Economy Strategy initiatives, such as the Circular Catalyst Program
- Tap Into Local, promoting tap water consumption, and reducing plastic waste
- Destination wide Biosphere Certification, aligned with the UN Sustainable Development Goals

Pillar 2:

Responsible Growth, Seasonality, and Destination Management

The way tourism grows—how, when, and where people visit—is central to destination sustainability.

This pillar focuses on seasonality, visitor dispersion, and visitor flow management as core stewardship responsibilities rather than secondary marketing considerations. Seasonality is addressed across social and economic outcomes in the implementation framework, reflecting its combined impacts on communities, workforce stability, and business resilience.

Key focus areas include:

- Reducing reliance on peak summer visitation
- Strengthening shoulder and off season demand
- Spreading economic benefits across neighbourhoods and municipalities
- Supporting high value, lower impact travel

Business events are a critical mechanism within this pillar, as they:

- Drive visitation during off peak periods
- Support stable, year round employment
- Create predictable demand for accommodation, venues, and services

Destination management approaches outlined in the Destination Plan—including placemaking, mobility improvements, and regional collaboration—are central to delivering these outcomes sustainably.

Pillar 3:

Community Well Being, Inclusion, and Social Sustainability

Tourism's long term success depends on strong community support and alignment with local values.

This pillar focuses on strengthening tourism's social sustainability by supporting:

- Resident quality of life and sentiment
- Equity, Diversity, Inclusion, and Accessibility (EDIA)
- Meaningful Indigenous partnerships
- Workforce and member resilience

This work is guided by DGV's EDIA Policy and Action Plan and is reflected across:

- Marketing and storytelling
- Visitor services and accessibility
- Event planning and delivery
- Member engagement and capacity building

Pillar 4:

Sustainable Business Events and Industry Leadership

Greater Victoria's business events sector provides a powerful platform for sustainability leadership and real world impact.

This pillar focuses on embedding sustainability across business event planning, delivery, and legacy.

Through Business Events Victoria and the Victoria Conference Centre, DGV supports:

- Low impact, carbon conscious event delivery
- Accessible and inclusive venues
- Sustainable procurement and waste reduction
- Community contribution and legacy outcomes

The Sustainable Events Guide establishes best practices for planners, while carbon measurement and offsetting are increasingly embedded within event delivery. This work is further strengthened through the Impact & Legacy Program, which encourages events to contribute to local communities through volunteering, knowledge exchange, and partnerships with local organizations.

Pillar 5:

Industry Development, Certification, and Storytelling

Delivering a sustainable destination requires enabling tourism businesses to participate meaningfully.

This pillar focuses on building industry capacity, credibility, and shared understanding of sustainability. Industry capacity building and sustainability storytelling seek to elevate Indigenous perspectives, support Indigenous led tourism businesses, and encourage responsible, respectful representation of place.

This work is rooted in a commitment to advancing reconciliation through respectful relationships and partnerships with First Nations and supporting Indigenous participation and leadership within the visitor economy.

DGV supports this work through:

- Biosphere Certification and the Biosphere Certification Accelerator Program
- The Member Sustainability Resource Hub
- Training, workshops, and peer learning through conferences and events

Sustainability storytelling reinforces these efforts through:

- DGV's website and marketing channels
- Sustainability promotion and education
- The "Let's Talk Stewardship" newsletter section
- Strategic sustainability sponsorships and partnerships
- This approach ensures credibility, avoids greenwashing, and reflects real, measurable progress.

This approach ensures credibility, avoids greenwashing, and reflects real, measurable progress.

Destination Sustainability Measurement and Data System

A Systems Based Approach

Destination Greater Victoria maintains a **Destination Sustainability Measurement System** that tracks tourism and business events' impacts across **economic, social, and environmental dimensions**.

Rather than creating new systems, DGV aligns existing tools into a cohesive framework that links strategy, implementation, and reporting.

This measurement system supports the objectives and targets set out in the accompanying implementation framework.

Core Data Sources

Economic sustainability is tracked through:

- Economic Impact of Tourism studies
- Business Events Economic Impact Calculator
- Visitor spending and yield data
- Balanced Scorecard metrics

Social sustainability is informed by:

- Resident Perceptions surveys and online portal
- Visitor surveys (experience, satisfaction, sustainability influence)
- Member surveys
- Accessibility and inclusion feedback
- Impact & Legacy participation
- Balanced Scorecard metrics

Environmental sustainability is measured through:

- Biosphere performance tracking
- Carbon emissions calculations and offsetting
- Resident, visitor, and member surveys
- Sustainable event measurement
- Balanced Scorecard metrics

Linking Data to Strategy

For each strategic objective, DGV defines:

- The objective being addressed
- One or more indicators
- A target or desired trend
- Data source and frequency
- Responsibility for collection and oversight

This structure directly supports and informs our overall sustainability work, helping DGV with benchmarking and continuous improvement.

How This Strategy Is Implemented

This strategy sets the strategic direction and stewardship focus for Destination Greater Victoria's sustainability work across tourism and business events. The strategic pillars define *what DGV is focused on* and the outcomes it seeks to advance within its role as a destination organization.

Detailed objectives, indicators, targets, and actions are set out in the accompanying implementation and measurement framework. The narrative strategy and action table work in tandem: the strategy provides clarity of purpose and alignment, while the action framework guides implementation, measurement, and transparent reporting.

Conclusion: Stewarding a Destination Worth Caring For







This Strategy reflects Destination Greater Victoria's commitment to shaping tourism and business events in ways that deliver **shared prosperity, strong community support, and long term resilience.**

By integrating sustainability into governance, planning, measurement, and storytelling, DGV can help ensure the visitor economy continues to enhance, not compromise, the qualities that make Greater Victoria an outstanding place to visit and live.



















Strategic Pillars

- Development
- Implementation

ENVIRONMENTAL						
Objective	Indicator	Target	Action Plan	2026	2027	2028
E1. Reduce the environmental impact of our organization's operations.	Reduce DGV's corporate GHG emissions in line with the DGV Climate Action Plan	Reduce organizational emissions by 50% from baseline levels by 2030 and become Net Zero by 2050.	Measure Scope 1, 2, & 3 emissions annually through a verified third-party organization.			
			Implement carbon-reduction initiatives to address the top 3 sources of emissions by 2027.			
E2. Increase the adoption of circular economy practices across the visitor economy.	Develop programs from the DGV Circular Economy Strategy	Launch the Circular Catalyst Pilot Project by the end of 2026, resulting in at least 3 waste-to-resource matches by the end of 2027.	Define pilot scope, criteria, and success measures for the Circular Catalyst Pilot Project.			
			Recruit tourism and events partners and circular solution providers through a partnership with Synergy Foundation.			
			Facilitate structured matchmaking to identify viable circular opportunities.			
			Support implementation and track outcomes to achieve at least three successful circular matches.			
E3. Strengthen destination wide environmental stewardship performance.	Continue meeting recognized sustainable destination management standards.	Annually meet the criteria required to maintain Biosphere Certification for Greater Victoria.	Upload additional evidence for activities as they are achieved.			
E4. Engage visitors in destination stewardship and regeneration.	Opportunities created for visitors to directly participate in sustainability and stewardship activities during their visit.	By the end of 2027, design and pilot a visitor engagement program that enables visitors to contribute to sustainability and stewardship efforts in partnership with DGV member businesses.	Design and pilot a visitor sustainability engagement initiative that supports participation in low barrier, place based stewardship activities in collaboration with DGV member businesses and community partners.			

E5. Expand and strengthen environmental practices across business events.	Provide resources and incentives to encourage sustainable event practices.	By the end of 2026, ensure that 100% of DGV supported city wide business events offer sustainability resources at the planning stage, including guidance on environmental practices and available sustainability supports.	Ensure all RFPs include the sustainable events guide when bidding on events.			
		By 2028, demonstrate a measurable increase in event organizer awareness and uptake of sustainable event practices supported by DGV resources.	Collect data from post-event evaluations starting in 2026, ensuring questions are asked about sustainable event practices and resources provided.			

SOCIAL

Objective	Indicator	Target	Action Plan	2026	2027	2028
S1. Ensure strong resident satisfaction and support for tourism.	Maintain resident support for tourism in Victoria.	Maintain resident support for tourism at or above 2025 baseline levels by 2028	Monitor resident sentiment through scheduled research			
			Gain feedback from the resident portal on the DGV website.			
S2. Support DGV members in adopting sustainable business practices and circular business models.	Encourage the adoption of third-party sustainability certification by member businesses.	Provide a minimum of one Biosphere Certification Accelerator Program Cohort annually.	Guide businesses through certification by holding tailored program sessions, providing resources, and offering continued support.			
			Continue partnership with Responsible Tourism Institute to provide DGV members access to Biosphere Certification at no cost.			
S3. Advance equity, diversity, inclusion, and accessibility across tourism and events.	Implement the EDIA Action Plan	By the end of 2028, ensure all actions have been completed within the 2026-2028 EDIA Action Plan	Integrate EDIA Action Plan reporting into yearly sustainability reports, ensuring continuous monitoring by the EDIA Committee is taking place.			
S4. Increase positive community legacy outcomes from business events.	Increase the proportion of conferences and business events participating in the Impact & Legacy Program.	By 2028, double the number of DGV supported city wide business events participating in the Impact & Legacy Program from a base year of 2026.	Integrate impact and legacy planning into event bidding processes.			
			Actively promote the Impact & Legacy Program to clients.			

ECONOMIC

Objective	Indicator	Target	Action Plan	2026	2027	2028	
EC1. Maintain transparency in reporting across the organization.	Include sustainability targets and KPIs within Balanced Scorecard tracking and report results publicly.	Publicly report on sustainability balanced scorecard targets annually on our website.	Track sustainability balanced scorecard targets throughout each year.				
			Push forward targets throughout the year.				
EC2. Actively address seasonality.	Improve seasonal distribution of visitation and occupancy through business events.	By 2028, demonstrate continued growth in shoulder and off season visitation relative to peak summer periods from a baseline of 2025.	Prioritize business events, sport tourism, and festivals in shoulder seasons.				
EC3. Enhance the economic sustainability of Greater Victoria's visitor economy.	Share resources and help build capacity for member businesses on sustainable business practices.	Host at least 2 sustainability workshops or training sessions a year for member businesses to attend at no cost.	Select relevant topics and develop content to host virtual sessions for members.				
			Update the Member Sustainability Resource hub once a quarter beginning in Q3 of 2026.	Advertise these workshops/training sessions in our weekly newsletters to maximize reach.			
			Compile evergreen resources shared in the Member Minute Newsletter and put them on the resource hub.				
EC4. Enhance the economic sustainability of Greater Victoria's visitor economy.	Provided support to non profit partners through communications, resources, and capacity building initiatives.	Allocate funding annually to non-profit partnerships that align with DGVs sustainability work.	Allocate a defined portion of available sustainability or partnership funding annually to support selected non profit initiatives.				
		Amplify a non-profit partner/member in the Member Minutes newsletter a minimum of once a quarter.	Reach out to a non-profit each quarter to arrange a highlight.				

Alignment With Business Objectives

Sustainability is integral to Destination Greater Victoria's 2022-2026 Strategic Plan. DGV's sustainability policy is closely aligned with our business objectives, which include promoting Greater Victoria as a sustainable tourism destination and enhancing the visitor experience. DGV recognizes that sustainable practices are critical to achieving our goals, and we are committed to incorporating sustainability into all aspects of our business.

Continuous Improvement

We are committed to continuous improvement in all aspects of our sustainability performance. To achieve this, we will regularly review our sustainability practices, measure our progress, and seek feedback from stakeholders. We will use this information to identify areas for improvement and implement initiatives to enhance our sustainability performance. We will also work with our partners to develop and implement sustainable tourism practices that benefit the local community and protect and restore the environment. DGV will train staff on sustainability programming and best practices, in alignment with DGV's Sustainability Training Policy.

Policy Review

We will periodically review our sustainability policy to ensure it remains current and relevant. This review will involve an assessment of our progress towards meeting our sustainability objectives, as well as an evaluation of emerging sustainability issues and opportunities. We will also seek input from stakeholders, including local communities, businesses, and visitors, to ensure our policies and practices are meeting their needs and expectations.

Last updated: May 12, 2023

Approved by:

A handwritten signature in black ink, appearing to read "Paul Nursey". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Paul Nursey, CEO

Appendix 2

Destination Greater Victoria – Sustainability Training Policy

DGV Vision Statement

Destination Greater Victoria will be internationally recognized as a leader in sustainable tourism development, ensuring Greater Victoria remains one of the top destinations in the world.

Commitment to Sustainability

Destination Greater Victoria works to be a global leader in sustainable tourism. DGV’s commitment to sustainability is core to our operations, marketing, and strategic priorities. As a demonstration of our commitment sustainability, and in the spirit of continuous improvement, DGV maintains certification as a Climate Positive organization, Biosphere Certification for Greater Victoria, and Green Business Certification.

Approach to Training

Destination Greater Victoria will include the Sustainability Policy, and Sustainable Procurement Policy in the Employee Handbook which is reviewed with every employee when they are onboarded. DGV will offer training on sustainability best practices, and workshops for employees, board and committee members, related to DGV’s sustainability programming, policies and certifications. For example, DGV offers workshops on the Biosphere Certification program for DGV members and staff. Sustainability training for employees will be offered on an ongoing basis, at least annually.

Last updated: May 12, 2023

Approved by:

A handwritten signature in black ink, appearing to read "Paul Nursey". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Paul Nursey, CEO

Appendix 3

Destination Greater Victoria Sustainable Procurement Policy

Statement Destination Greater Victoria recognizes that every purchase can be leveraged to create economic, environmental, and social impacts.

By adopting a circular and sustainable procurement policy, Destination Greater Victoria demonstrates its commitment to sustainability, promotes responsible business practices, and contributes to the longterm health and well-being of the communities it serves.

Destination Greater Victoria is committed to fairness, openness, and transparency in its procurement practices. For purchases with a valuation of over \$10,000 or for contracts that span multiple years, DGV will utilize a fair and open tendering procurement process.

All significant external suppliers with standing contracts will undergo annual contract and scope reviews, while the contract relationship itself will be assessed after three years of collaboration to ensure continued effectiveness. Notable examples of such suppliers include partnerships with publishers, marketing and communications agencies, and human resources support.

These guidelines are to be considered alongside and balanced with the need to equitably support DGV members through DGV purchasing.

Definition of Sustainable Procurement

Sustainable procurement is the process of procuring goods and services in a way that considers environmental, social, and economic factors. This includes reducing waste, minimizing carbon footprint, promoting fair labour practices, and supporting local businesses.

Priority Areas for Sustainable Procurement

Destination Greater Victoria recognizes that the most significant environmental impacts of our procurement activities include energy consumption, waste generation, and greenhouse gas emissions.

Our priority areas for sustainable procurement include:

- Reducing waste and increasing reuse, repair, and recycling
- Reducing energy consumption and promoting energy efficiency
- Supporting local and regional suppliers
- Promoting sustainable transportation options
- Promoting fair labour practices and ethical sourcing
- Supporting circular business models

Sustainable Procurement Guidelines

Factors to consider when making procurement decisions:

- Prioritizing suppliers that are local, particularly suppliers who are members of Destination Greater Victoria.
- Suppliers that can demonstrate a commitment to sustainability through 3rd party certifications, or publicly stated commitments will be given preference.
- Purchase decisions will consider a circular economy lens including life cycle cost, environmental impact, and social impact.
- Purchases will prioritize locally and regionally sourced products and services to support the local economy.
- Efforts will be made to reduce waste and increase recycling in all procurement activities.
- Indigenous owned suppliers will receive favourable consideration.
- Suppliers will be expected to employ good labour practices, including worker health and safety, non-discrimination, and fair wages.

Monitoring and Reporting

Destination Greater Victoria will monitor the impacts of its sustainable procurement performance and will report progress as part of its annual BC Green Business Certification process. The adoption of new KPIs related to sustainable procurement will be considered as part of its Circular Economy strategy.

Continuous Improvement

Destination Greater Victoria will continually review and update the sustainable procurement policy to reflect new best practices, emerging technologies, and changing priorities.

Date last updated: May 10, 2023

Approved by:



Paul Nursey, CEO