



Destination Greater Victoria 2025 Sustainability Report



Introduction

Destination Greater Victoria (DGV) is committed to fostering a sustainable destination through collaboration, capacity building, and action. This report showcases the work completed by DGV relating directly to the goals and objectives set out in the 2024 Destination Greater Victoria Sustainability Strategy document. This report utilizes the United Nations (UN) Sustainable Development Goals (SDGs) as a framework for reporting on the progress of these goals. The UN SDGs serve as the guiding framework for current and future sustainability and stewardship efforts by DGV.

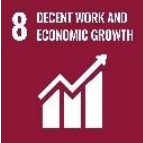



Building on this commitment, this Sustainability Report provides an overview of Destination Greater Victoria's progress in advancing sustainable destination management. The report offers a transparent review of actions undertaken in support of DGV's 2024 Sustainability Strategy, along with the current status of each goal outlined in the 2024 Strategy. It highlights key initiatives and outcomes from the Our Impact & Legacy Program, demonstrating how DGV's work contributes to long-term community, environmental, and economic benefits for the destination. The report also outlines progress and priorities within DGV's Climate Action Plan, detailing efforts to measure, reduce, and address climate impacts across organizational operations and the visitor economy. Together, these sections provide a holistic view of DGV's sustainability journey, emphasizing accountability, transparency, and continuous improvement.

Sustainable Development Goal (SDG) Alignment






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

SDG	Target	Related Goals
	5.c – Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels.	10
	8.3 - Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.	9, 12

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SDG	Target	Related Goals
	8.4 – Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation.	4, 6, 8
	8.9 – By 2023, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.	1, 2, 5, 6, 7, 12
	9.2 - Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry’s share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries.	2, 9
	9.4 - By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities.	3, 4, 14
	10.2 – By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.	10, 11
	10.4 – Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality.	10
	11.3 – By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.	4, 9
	11.4 - Strengthen efforts to protect and safeguard the world’s cultural and natural heritage.	6
	11.6 – By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and other waste management.	4, 6, 12, 14

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SDG	Target	Related Goals
	12.2 – By 2030, achieve the sustainable management and efficient use of natural resources.	1, 2, 3, 4
	12.b – Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.	1, 2, 6, 7, 12
	12.5 – By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.	4, 7, 8, 14
	12.6 - Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.	2, 6, 14
	12.8 - By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.	6, 9, 15
	13.3 – Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.	7
	15.a -Mobilize and significantly increase financial resources from all sources to conserve and sustainably use biodiversity and ecosystems.	3
	16.6 – Develop effective, accountable and transparent institutions at all levels.	1, 5, 8, 10, 11, 12
	17.14 – Enhance policy coherence for sustainable development.	9
	17.17 – Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.	7, 9, 15

Sustainability Strategy Report

This section within the report outlines the status of our goals and targets as they have been laid out in our 2024 Sustainability Strategy. Under each goal, we have recorded progress made in detail, as well as the current status of this goal – Not Started, Early Stages, Underway or Complete/Ongoing.

Goal #1:
Maintain Biosphere Certification for Greater Victoria.

Target		Progress	
Submit Biosphere evidence and actions through the Biosphere platform for our annual audit.		Evidence of actions has been submitted for 2025 as of February 28th, 2025, for review, and obtained recertification for 2025.	
Not Started	Early Stages	Underway	Complete/Ongoing

Goal #2:
Support DGV members in adopting sustainable business practices and circular business models, including through the Biosphere Certification program.

Target		Progress	
Track the number of businesses that achieve Biosphere Committed and Biosphere Certified status. In line with our balanced scorecard target, create and launch a Biosphere Certification Accelerator Program to increase assistance towards certification.		8 member businesses were assisted in becoming newly Biosphere Committed, and 3 member businesses became newly Certified in 2025, for a total of 76 members participating and 21 members certified. We also launched the Biosphere Certification Accelerator Program with Cohort 1 running for 15 weeks at the beginning of 2025 and Cohort 2 wrapping up at the beginning of 2026. The number of Biosphere Committed and Certified businesses is tracked and publicly reported on our sustainability dashboard, updated annually.	
Not Started	Early Stages	Underway	Complete/Ongoing

Goal #3:

Reduce DGV's corporate carbon footprint and achieve carbon-neutral certification annually.

Target		Progress	
Calculate and offset scope 1, 2 and 3 carbon emissions to maintain carbon neutrality. Use these calculations to set corporate carbon reduction targets.		Carbon Neutrality was maintained in 2024, with additional carbon offsets purchased than required through Ostrom Climate. Measurements for 2025 are now in progress with offsets to follow. The organization has committed to reducing corporate emissions by 50% of our baseline emissions by 2030 and achieving Net Zero by 2050. <i>*The DGVs Climate Action Plan further addresses how this will be achieved*</i>	
Not Started	Early Stages	Underway	Complete/Ongoing

Goal #4:

Foster a circular economy at scale in an urban destination through the development of a circular economy strategy.

Target		Progress	
Create a completed Circular Economy Strategy for Greater Victoria's visitor economy by the end of 2024. Develop and launch a pilot project using this strategy in 2024. <i>*Continue working to accomplish this by the end of 2025*</i>		The Circular Economy Strategy was launched in October 2025. Since then, a pilot project has been selected from the strategy, and an MOU has been drafted with Synergy Foundation to partner on the creation and launch of this project. The Pilot project selected is the Circular Catalyst Project, which is aimed to launch by the end of 2026.	
Not Started	Early Stages	Underway	Complete/Ongoing

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Goal #5:

Include sustainability targets and KPIs within Balanced Scorecard tracking and report results publicly.

Target		Progress	
Report on and post all balanced scorecard tracking and results to our website on a yearly basis.		Our balanced scorecard results have been posted publicly on the DGV website within the annual report as well as our 2026 Business Plan.	
Not Started	Early Stages	Underway	Complete/Ongoing

Goal #6:

Inspire action for sustainability through sharing best practices, storytelling, and events, including the IMPACT Sustainability Travel and Tourism conference.

Target		Progress	
Host the IMPACT Conference Annually. Develop programming to support DGV members in adopting sustainable practices.		The IMPACT Sustainable Travel & Tourism Conference was held in late January of 2026.	
Not Started	Early Stages	Underway	Complete/Ongoing

Goal #7:

Demonstrate global leadership in sustainable business events and conferences, including through the Green Events Guide and an enhanced legacy program.

Target		Progress	
<p><i>*Updated and enhanced the Green Events Guide in 2024.*</i> Create and implement an Events Impact and Legacy Program for future conferences and events held at the Victoria Conference Centre by 2025.</p> <p><i>*Continue working to launch the Impact and Legacy Program by the end of 2025*</i></p>		<p>The Green Events Guide – now called the Sustainable Events Guide - was significantly updated in 2024 and is available on the DGV website. The Impact and Legacy Program launched in 2025 and is now being offered to clients through the Business Events Victoria.</p>	
Not Started	Early Stages	Underway	Complete/Ongoing

Goal #8:

Maintain BC Green Business Certification and continually improve the sustainability of DGV's corporate operations, including waste reduction and carbon footprint.

Target		Progress	
<p>Improve BC Green Business score by at least 1 point every year.</p>		<p>BC Green Business has changed some criteria. Though we have added new practices this year, which count under BC Green Business, our overall score has reduced by 1 point. We are now a Green Leader, meaning our assessments will only occur every two years starting in 2025. We have not undergone a new assessment since our 2024 report.</p>	
Not Started	Early Stages	Underway	Complete/Ongoing

Goal #9:

Support the sustainability objectives and strategies of our government and tourism partners, including the City of Victoria, the District of Saanich, and Destination BC.

Target		Progress	
Align DGVs Sustainability Strategy with Zero Waste Victoria, City of Victoria’s Climate Leadership Plan and District of Saanich Climate Plan, and the CleanBC Climate Action Plan. Inform Members of new opportunities and strategies adopted by government partners to improve social, economic, and environmental sustainability in Victoria through our Newsletter and social media channels.		DGV has ensured alignment with government plans within both the Sustainability Strategy, Circular Economy Strategy, and Climate Action Plan. DGV continues to provide weekly posts in our Member Minutes Newsletter under the “Let’s Talk Stewardship” section to share resources, case studies, and events about social, economic, and environmental sustainability and stewardship within the destination. We have also launched a Member Sustainability Resource Hub in 2025 to house some of the resources shared with members, as well as recorded webinars on Sustainability topics.	
Not Started	Early Stages	Underway	Complete/Ongoing

Goal #10:

Enhance organizational equity by creating and publicly circulating an EDI policy.

Target		Progress	
Create, circulate, and implement an EDI policy. Review and update this policy on a yearly basis.		DGV has created an EDIA policy that is available for internal circulation and review. The committee continues to review the policy and update as needed. The committee is also drafting a EDIA Action Plan which will be publicly released by mid-2026.	
Not Started	Early Stages	Underway	Complete/Ongoing

Goal 11:
Establish and maintain an EDI committee within the organization.

Target		Progress	
Create an EDI committee. Track and report on the committee's achievements as they relate to the EDI policy.		DGV has created an internal EDIA Committee, which meets bi-monthly to review the committee's work and initiatives. A report is being drafted and will be released by late 2026. An EDIA Action Plan is also being drafted and is set to be released mid-2026.	
Not Started	Early Stages	Underway	Complete/Ongoing

Goal 12:
Participate in the Global Destination Sustainability (GDS) Index on behalf of Greater Victoria and work towards improving our score.

Target		Progress	
Submit evidence to the GDS Index on a yearly basis and improve our GDS Index score year over year.		In 2025, DGV participated in the GDS Index assessment, ranking 27th in the world, and 3 rd among small cities.	
Not Started	Early Stages	Underway	Complete/Ongoing

Goal 13:

Create and implement a Climate Action Plan for the DMO.

Target		Progress	
Publish a Climate Action Plan and implement action plan initiatives by the end of 2027. Ensuring to report on progress annually. Success will be recorded based on the targets within the Climate Action Plan. Look into signing the Glasgow Declaration.		DGV's Climate Action Plan was published in 2025. Implementation work has begun on this plan and is reported on within this report below. DGV has become a signatory of the Glasgow Declaration.	
Not Started	Early Stages	Underway	Complete/Ongoing

Goal 14:

Implement a plastic water bottle waste reduction campaign.

Target		Progress	
Create and implement a plastic water bottle waste reduction campaign to reduce at least 100,000 plastic water bottles through installing water stations in participating hotels, reducing the distribution of plastic water bottles in participating hotels, and advertising the drinkability of Victoria tap water by mid-2026.		The Tap Into local project launched in 2025, continuing into 2026. 18 water stations have been installed around the downtown core, with the Tap Into Local campaign assets being distributed in Q1 and Q2 of 2026. The campaign has surpassed its goal of eliminating 100,000 plastic water bottles before the program's one-year mark.	
Not Started	Early Stages	Underway	Complete/Ongoing

Goal 15:
Work to enhance the efforts of Non-Profit partners across the Destination.

Target		Progress	
Support non-profit partners by elevating their message through our communication channels, providing resources, and assisting with capacity building and partnering when possible.		DGV continues to advertise our Non-Profit members through our newsletter, website, and other media channels. This goal has also been achieved through the creation and implementation of the Impact & Legacy Program through Business Events Victoria.	
Not Started	Early Stages	Underway	Complete/Ongoing

Impact & Legacy Report

The Impact & Legacy Program, available through the Victoria Conference Centre, launched in late 2025. Since then, the program has been promoted through the Business Events (BEV) Team at Destination Greater Victoria through a variety of channels, gaining ongoing traction and notoriety through the Business Events community.

DGV’s Impact & Legacy Program is a strategic approach to ensuring that destination marketing and management activities generate meaningful, long-term benefits for Greater Victoria beyond short-term visitation outcomes. The program serves as a framework for supporting initiatives in which the visitor economy can positively contribute to community well-being, environmental stewardship, and destination resilience. Through the Impact & Legacy Program, DGV leverages major events, business attraction, partnerships, and organizational initiatives to create lasting outcomes—such as strengthened community assets, enhanced destination stewardship, increased awareness of sustainability and climate action, and support for locally identified priorities. This is done by pairing business event clients with one of 5 nonprofit organizations to either provide a donation for their work or organize group sessions for delegates to experience the work these organizations do hands-on. Rather than operating as a single project, the program functions as an organizing lens through which DGV assesses how its activities can leave a positive legacy for residents, industry, and the destination over time

With business events typically booking 2-3 years out, significant uptake for this program cannot yet be seen through our program tracking. With time and consistent promotion, the bulk of success stories from this project should begin to emerge in the coming years.

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Program Partner: Aunty Collective					
Program Chosen	# of vendor opportunities created for Indigenous and gender-diverse artists represented by the Aunty Collective	\$ contributed to supporting Indigenous and gender-diverse artists	# of participants engaging with and learning about Indigenous culture & traditions	# of hours spent engaging with and learning about Indigenous culture & traditions	Program Impact:
	<i>Unit: #</i>	<i>Unit: CAD Dollar</i>	<i>Unit: #</i>	<i>Unit: #</i>	Empower and promote the social and economic inclusion of all
Event Gifting		\$1,440.00	N/A	N/A	
Indigenous Education Workshop	3 Artists Supported.	\$693.00	13	1	
Event Gifting	Medicine makers and knowledge holders from 6 Indigenous communities. Harvesters from 10 Indigenous communities.	\$1,440.00	N/A	N/A	
Event Gifting	Medicine makers and knowledge holders from 6 Indigenous communities. Harvesters from 10 Indigenous communities.	\$1,200.00	N/A	N/A	

Program Partner: FED Urban Farm					
Program Chosen	\$ donated to FED Urban Farm	Pounds of food harvested	# of volunteer hours	# of volunteers	Program Impact:
	<i>Unit: CAD Dollar</i>	<i>Unit: lbs</i>	<i>Unit: #</i>	<i>Unit: #</i>	Ending hunger and ensuring access by all people, in particular the poor and people in vulnerable situations, to safe, nutritious and sufficient food all year round
FED Farm Community Harvest	\$750.00	150	9	9	

Climate Action Plan Report

The tables below outline the Objectives, Indicators, Targets, and Actions highlighted in Destination Greater Victoria's 2025-2027 Climate Action Plan. For the purposes of this report, 2025 targets and actuals have been identified along with a full description of the current status for each action.

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

MEASURE						
Objective	Indicator	Target	Action	2025 Target	2025 Actual	Current Status
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.			Our team is currently behind on our GHG Emissions calculations, with 2025 emissions reporting and offsetting slated to take place mid-to-end of 2026.
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.			Research has begun internally on the process of conducting a Climate Risk Assessment. A conversation with the City of Victoria has not yet taken place.
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.			This conversation has not yet taken place.

DECARBONIZE

Objective	Indicator	Target	Action	2025 Target	2025 Actual	Current Status
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.			The Glasgow Declaration was signed, and DGV is now an official signatory.
			Reduce GHG emissions generated by the Visitor Guide through innovative redesign.			Discussions around changes to the visitor guide are in progress and emissions reductions should be reflected once 2026 emissions are calculated.
			Reduce GHG emissions generated by Corporate Travel through a tiered implementation plan.			Internal discussions are still in the beginning phase.
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.			Attended the CRD Regional Transportation engagement session and expressed support for low-carbon transportation, including electrification.
			Support shared micro-mobility options designed with visitors in mind.			Through the City of Victoria's engagement process, DGV advocated for a micro-mobility network to be designed with the visitor economy in mind.
		Publish and distribute a policy brief or position paper outlining the economic benefits of rapid transit to the tourism sector, with a	Support the development of rapid transit throughout the destination.			Attended the CRD Regional Transportation engagement session and advocated for rapid transit between downtown and Swartz Bay, and downtown and Westshore. Also participated in a roundtable discussion and

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		presentation to at least two local councils or committees by Q4 2026.				attended events related to the restoration of rail service on the E&N rail corridor.
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REGENERATE

Objective	Indicator	Target	Action	2025 Target	2025 Actual	Current Status
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.			Annual funding was provided to Peninsula Streams Society in 2025.
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.			This survey has not yet been conducted and is slated to go out by the end of 2026.
	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.			This survey has not yet been conducted and is slated to go out by the end of 2026. Once the survey is conducted, we will have baseline data to be used to achieve this target.

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	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.			This partnership has not yet been explored. Discussions on this will begin in late 2026.
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.			The partnership continues with DGV's Flavour Trails launching in April. DGV has provided funding in support of CRFAIR's broader Flavour Trails program for both 2025 and 2026.
			Provide resources and outreach to encourage members to source from regenerative producers and participate in agritourism experiences.			Resources have been shared throughout 2025 through the Member Minutes Newsletter, which can also be found on our Member Sustainability Resource Hub at any time.

COLLABORATE

Objective	Indicator	Target	Action	2025 Target	2025 Actual	Current Status
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.			This target was not achieved in 2025, and will be actioned in 2026.

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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.			This survey has not yet been conducted and is slated to go out by the end of 2026.
	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.			This survey has not yet been conducted and is slated to go out by the end of 2026.

FINANCE

Objective	Indicator	Target	Action	2025 Target	2025 Actual	Current Status
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.			A visitor survey was conducted in 2025. An additional survey will be conducted in the future, but the date is not yet known.

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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.			This action has not yet been discussed and will be put into action in 2026.
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.			This target has been achieved through the launch of our Member Sustainability Resource Hub in 2025.
		Send out quarterly sustainability newsletters beginning in early 2026.	Build out a list of willing members and collect relevant resources to highlight.			This target/action was not achieved in 2025 and is in progress in 2026.