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Time to Travel

DGV's travel trade newsletter



Destination Greater Victoria is honoured to be based on the traditional territory of the Lekwungen-speaking peoples, whose historical relationships with the land continue to this day.

Hi there,

Summer has arrived in Victoria, bringing with it a season full of lively events and unique experiences for every traveller. In this edition, we're excited to share the latest updates, inspiration, and insider tips to help you create unforgettable itineraries for your clients. Along with highlights of what's happening around the city, we're proud to feature our ongoing commitment to sustainability in the Sustainable Spotlight section. Whether it's exploring lush gardens, enjoying the vibrant waterfront, or discovering Greater Victoria's dynamic local culture, there's something to make every visit special this summer.

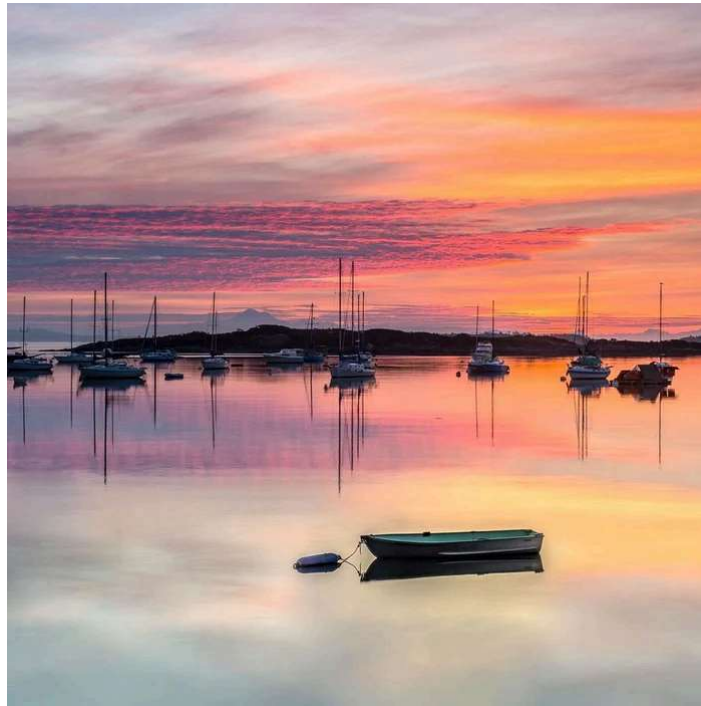


Image: Sunset in Oak Bay

What's Happening



Greater Victoria Flavour Trails is Here!

Flavour Trails connects visitors and locals with Greater Victoria's rich agricultural heritage and dynamic food scene. This collaborative, agri-tourism initiative encourages sustainable dining and supports local producers by offering free or low-cost self-guided tours to farms, markets, and artisan food stops throughout the region. Coordinated by local agri-tourism partners, Flavour Trails makes it easy for travelers to explore, taste, and purchase directly from participating venues—maps and details are available on the Flavour Trails [website](#), making it a unique, authentic addition to any Victoria itinerary.

The 2025 Flavor Trails locations and dates are below:

Saanich August 9th - 10th

North Saanich August 23rd - 24th

Find more about the Flavour Trails [here](#).



Travel + Leisure 2025 World's Best Awards

The [Fairmont Empress](#) was just ranked as the #1 City Hotel in Canada in the 2025 edition of [Travel + Leisure's Best Awards](#). This ranking is based upon votes that rank on rooms, facilities, location, service, restaurants, and value. The Fairmont Empress was also included on T+L's list of 500 best hotels in the world. Congratulations to the Fairmont on this well-deserved ranking! You can read the full press release [here](#).



Songhees Tours at the Visitor Centre

Tourists visiting Canada have a strong interest in authentic Indigenous experiences and to meet that demand starting this summer, Songhees Tours will share part of the [Visitor Centre](#) space and have its own dedicated counter to welcome guests and sell tours. This shared space initiative will support of the relaunch of their immersive, Indigenous-owned and led canoe and walking tours through the heart of the Inner Harbour. Supporting Indigenous-led tourism like [Songhees Tours](#) fosters economic reconciliation, meets strong traveler demand for

authentic experiences, and benefits both visitors and DGV members by enriching offerings at the Visitor Centre.



Product Updates

Stargazing Sauna

The [Oak Bay Beach Hotel](#) recently opened its new 10-person, cedar sauna custom-built by [Wildwood Saunas](#). What makes it special is its 180-degree view of the Salish Sea and a glass ceiling for optimal natural light during the day and stargazing at night. In May, two new cold plunge pools were added to complement the sauna experience and allow guests to enjoy a complete hydrotherapy circuit. Oak Bay Beach Hotel's [Boathouse Spa](#) also recently reopened after a complete renovation.



Image: Inside the new stargazing sauna at the Oak Bay Beach Hotel

Rosemead House

The highly anticipated opening of the [Rosemead House](#) hotel is happening in September. Originally built in 1906 and designed by renowned architect Samuel Maclure, the property has undergone a meticulous, design-forward restoration led by Aragon Properties and design architect Paul Merrick. Within Rosemead House is [Janevca Kitchen & Lounge](#) which offers an immersive dining experience inspired by Rosemead House's traditions. Enjoy seasonal, shareable menus, thoughtfully sourced ingredients, and curated wines in a warm, refined setting—perfect for creating memorable moments.



Image: Rosemead House

New flights from YYJ

[Victoria International Airport](#) has added several new departures from Victoria, connecting with Toronto and one more flight to Seattle for easy travels eastward or connecting through the US and beyond.

New Departures:

WestJet added direct to YYZ 3X weekly

Air Canada added 1 additional to YYZ for total of 3X daily

Alaska SEA to YYJ now 5X daily instead of 4X daily

To see all flights with non-stop service to Victoria, visit this [link](#).

Bilston Creek Farm Stay

[Bilston Creek Farm](#) in Metchosin is now booking guests in their [farm stay](#) glamping tents. Experience two or three nights at their coastal hideaway, a working lavender farm and orchard tucked just beyond the city limits. Farm stay bookings opened June 1, 2025.

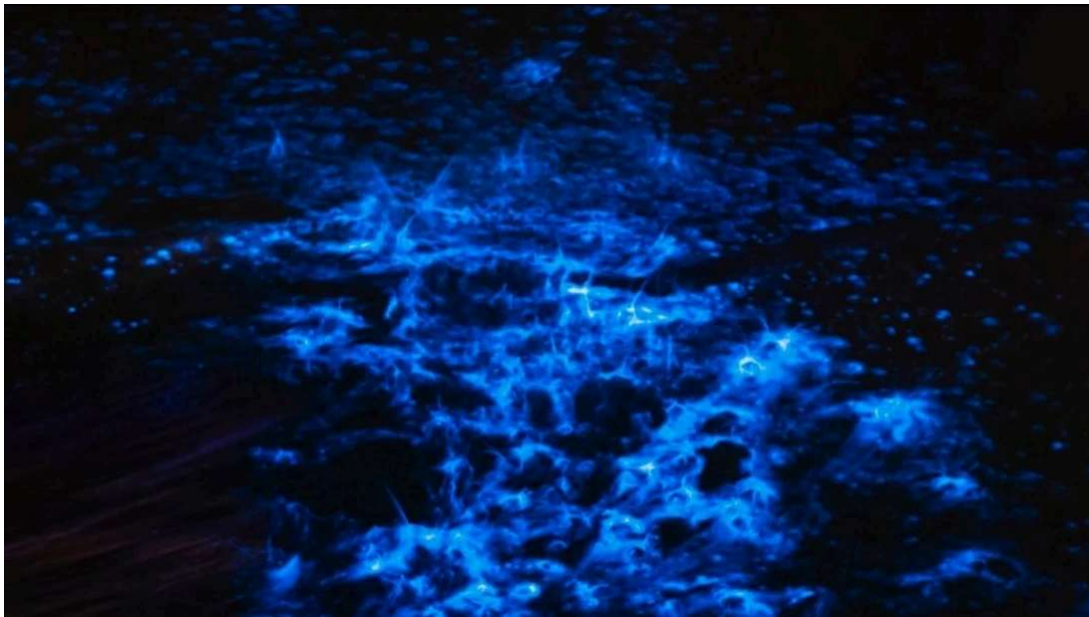
When staying on a Sunday, Monday or Tuesday, the days will be filled with everything Bilston has to offer at their summer [lavender festival](#), which includes an artisan and farmers market, hands-on farm demonstrations, guided and self-guided tours, and workshops.

In 1851 Bilston Creek Farm became one of the first registered settlements of the Hudson's Bay Company, and for a century and a half it was farmed by the Witty family, and remnants of that time still remain, from heritage apple trees, to beautiful old barn board, to rusted tools, and WW1 trench art found buried in the earth.

South Island SUP Bioluminescence Paddles

This summer, [South Island SUP](#) is offering 2 hour bioluminescence adventures most evenings through the summer. You'll feel awe and wonder as you experience the magic of bioluminescence during a warm spring, summer or fall evening paddle! Bioluminescence is a light producing chemical reaction occurring within living organisms including fireflies, jellyfish, marine plankton and more.

Ideal conditions occur in South Vancouver Island's local waters in the spring, summer and early fall when plankton concentrations increase and create magical displays of bioluminescent waters.



Cruise Updates

Cruise Log

The 2025 cruise season kicked off in April and Victoria has been buzzing with regular, frequent cruise stops. The 2025 cruise season schedule can be found [here](#). With the new season comes a new [shuttle stop](#) for the cruise shuttle between Ogden Point and downtown and for the 2025 season the downtown stop is at the [900 block of Government Street](#).

[The Market on the Pier](#) at the Breakwater District at Ogden Point returned on April 4 to greet passengers for the 2025 cruise season. The market will operate when ships are moored at the pier and offers local handmade goods from body care to jewelry to tasty treats and artistic wares of all kinds, including works from Indigenous artisans.

Cruising Through Victoria

With the cruise season well underway in Victoria, DGV has some great ideas for anyone spending a few hours in Victoria. Whether travelling with small children, looking for a place to grab dinner or a drink in town, or wanting to spend a few hours doing an activity, these [new itineraries](#) have your clients covered with a lot of activity and dining ideas.

Sustainable Spotlight

At Destination Greater Victoria, we believe inspiring travel should create a positive impact. In Sustainable Spotlight, discover the latest initiatives, partnerships, and experiences that are leading the way in eco-friendly and responsible tourism across our region. Learn how Destination Greater Victoria is championing sustainability and helping shape a brighter future for our visitors and community alike!

Reducing Single-Use Plastic in Victoria

DGV is moving forward with a Circular and Sustainable Drinking Water Program in select hotels by installing drinking water stations in Greater Victoria hotel lobbies to reduce single-use plastic water bottles. The program aims to create a culture of reuse by encouraging a shift away from single-use plastic water bottles with a minimum of eight hotels participating and estimated to eliminate more than 150,000 single-use plastic water bottles annually.

Learn more about the [Biosphere Accelerator Program](#) and DGV's [sustainability efforts](#), by visiting our website.



Image: Gorge Waterway Cleanup Participant

Gorge Waterway Cleanup

On May 11, 2025, Marine Wildlife Adventures, Prince of Whales, Transport Canada, Surfrider Vancouver Island, and Black Ball Ferry Line teamed up to clean up the Gorge Waterway. Over 241.3 kg (532 pounds) of debris was removed from the Gorge! This cleanup continues the efforts of last summer's July cleanup and demonstrates the importance of group effort in preventing pollution from entering the marine ecosystems and causing long-term damage to wildlife and water quality.

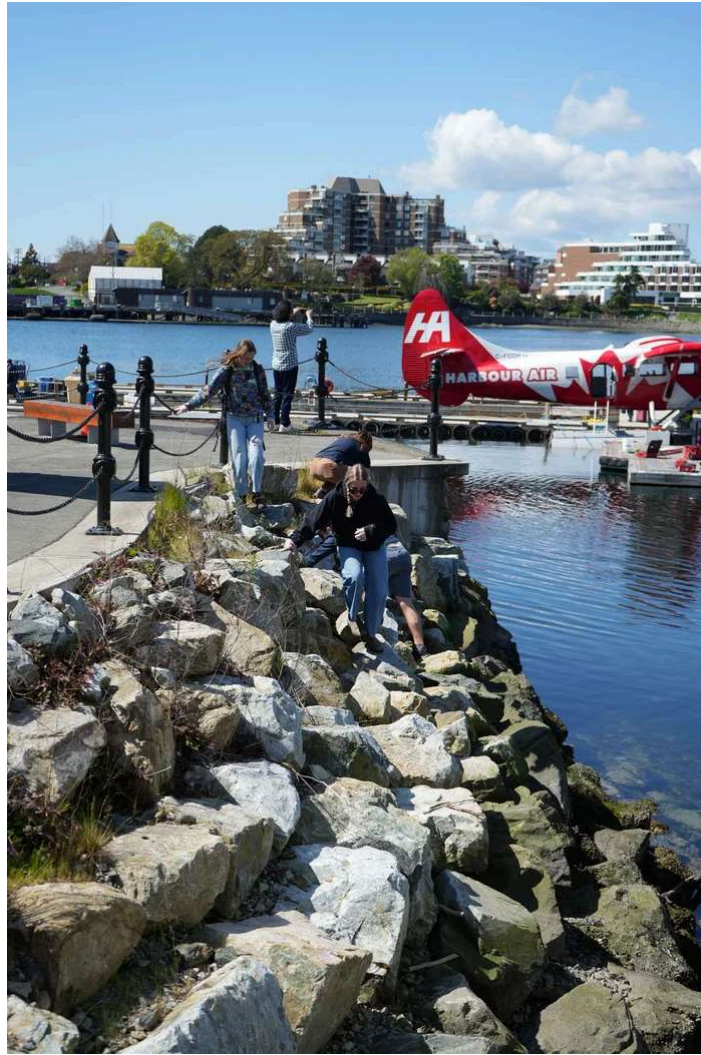


Image: Participants in the Gorge Waterway Cleanup in the Inner Harbour

FRS Clipper reduces emissions with Hullbot

FRS Clipper is celebrating one year of partnering with Australian robotics company Hullbot—a collaboration that has saved over 15,000 gallons of fuel and cut CO₂ emissions by more than 150 metric tons.

FRS Clipper has improved fleet performance while significantly reducing its environmental footprint by using Hullbot's remotely operated, diver-free robots clean vessel hulls in the water every two weeks, removing and preventing microfouling that can increase drag and reduce fuel efficiency. "Clean hulls mean smoother water flow, lower fuel costs, and fewer emissions," says Kevin Mehrer, Head of Engineering at FRS Clipper.

This partnership reflects a shared commitment to innovation and a cleaner, more sustainable future for the maritime industry.

Biosphere Accelerator Program

The Biosphere Certification Accelerator Program is a Cohort-based system that allows members to be guided through the Biosphere Certification process with

continued assistance from DGV and other Biosphere Certified industry professionals.

This 15-week program is structured to help members focus their time and energy toward certification with continuous help and resource access along the way. Through this program, participants will be paired with a Biosphere Certified Mentor specific to their industry who will be available to help answer questions throughout the program.

DGV members working toward Biosphere certification enjoyed tea at the Pendray Inn & Tea House at the end of May to celebrate the completion of the Accelerator program all of their efforts of the 15 weeks. Members shared their progress and reflections during the a round table discussion.



Image: Attendees at the Biosphere Program Achievement luncheon at the Pendray Inn & TeaHouse



Image: Biosphere Program Achievement luncheon

Upcoming Events & Shows

Focus Australia

September 3-5, 2025, Sydney, Australia

Focus Canada Australia is Destination Canada's tourism trade show that brings together Canadian suppliers with Australian tourism and media professionals over three days. The events promote Canadian destinations, tourism products and experiences. Travel Trade Director Chelsea Litland will attend this trade show. Please reach out to chelsea.litland@tourismvictoria.com for a meeting.



Focus
Canada
Australia 

September 3-5, 2025

Asia Regional Sale Mission

**September 8-16, 2025,
Osaka, Japan**

Destination Greater Victoria will participate in the Asia Regional Sales Mission this September, organized by [Destination Canada](#). Leveraging the 2025 Osaka Expo, this initiative provides an opportunity to connect with key trade accounts in Japan, South Korea, and China. Strengthening partnerships in these markets supports ongoing efforts to grow demand for Victoria as a travel destination.

Please reach out to

ari.martinez@tourismvictoria.com
for a meeting.

Events and Festivals

Summer in Victoria is packed with exciting festivals, vibrant markets, and unforgettable experiences for every traveller. From lively music and food events to cultural celebrations and outdoor adventures, there's always something happening. Check out a few of the events what's on this season and help your guests make the most of their Victoria getaway!

July 24 - August 3 - [Symphony in the Summer Festival](#)

July 26 - [Canadian Premier League](#): Pacific FC v. Atletico Ottawa

July 26 - 27 - [Artistree Festival](#)

August 3 - [Symphony Splash](#)

August 4 - [Canadian Premier League](#): Pacific FC v. Cavalry FC

August 8 - 10 - [Reverb 2025 Backyard Music Festival](#)

August 9 - 10 - [2025 Flavour Trails, Saanich Festival](#)

August 29 - 31 - [Classic Boat Festival](#)

September 5 - 7 - [Esquimalt Rib Festival](#)

September 21 - [Brewery and the Beast](#)

Contact your Travel Trade Reps

Chelsea Litland

[Email Chelsea](#)

Ari Martinez Latapi

[Email Ari](#)

Sonya Stephens

[Email Sonya](#)



Sustainable
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Destination Greater Victoria, 600-765 Broughton St., Victoria, British Columbia V8W1E2, Canada

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