

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 from Victoria,

While much of the country is still deep in winter, early signs of spring are already emerging in Greater Victoria. With brighter days and our iconic cherry blossoms beginning to bloom, February marks the start of one of our most photogenic seasons. Streets, gardens, and waterfront paths gradually fill with soft pinks and whites, offering visitors an early taste of spring in Greater Victoria.

Our Cherry Blossom Guide highlights key locations across the city that can be easily incorporated into itineraries or suggested as self-guided experiences.

[Explore the Cherry Blossom Guide](#)

This edition also features hotel and wellness highlights, Indigenous art installations, Victoria Clipper sailing updates, the Tap into Local sustainability initiative for hotels, and key spring events. As the season unfolds, it's a wonderful time to promote shoulder-season travel, wellness experiences, and curated itineraries that showcase Victoria at its best.



Image Courtesy: Deddeda Stemler

What's Happening



**Placemaking Project Celebrating Lək'wəŋən
Artworks**

The Greater Victoria Harbour Authority (GVHA), together with Xw̓sepsəm Nation and Songhees Nation, launched a collaborative placemaking project installing lək̓ʷəŋən artworks in downtown Victoria, aimed at connecting residents and visitors to the area's rich First Nations' culture. Placemaking is a concept that expresses a community's identity through art, design, or architecture. The project's first artworks are viewable at the Inner Harbour causeway, including four red and yellow octopus umbrellas designed by Songhees artist and educator Clarence "Butch Dick" (Yux'wey'lupton).

[Learn More](#)



Image Courtesy: FRS Clipper

New Friday Afternoon Clipper Sailing Victoria-Seattle

Travel advisors now have added flexibility when planning Victoria–Seattle itineraries with the introduction of a new Friday afternoon FRS Clipper sailing, departing Victoria at 12:00 pm.

This midday departure allows travellers to enjoy a full morning in Victoria before travelling onward to Seattle, making it easier to build multi-city itineraries or onward travel from Seattle. The afternoon arrival supports smooth transitions for short breaks, extended stays, or seamless cross-border travel without an early start.

Product Updates

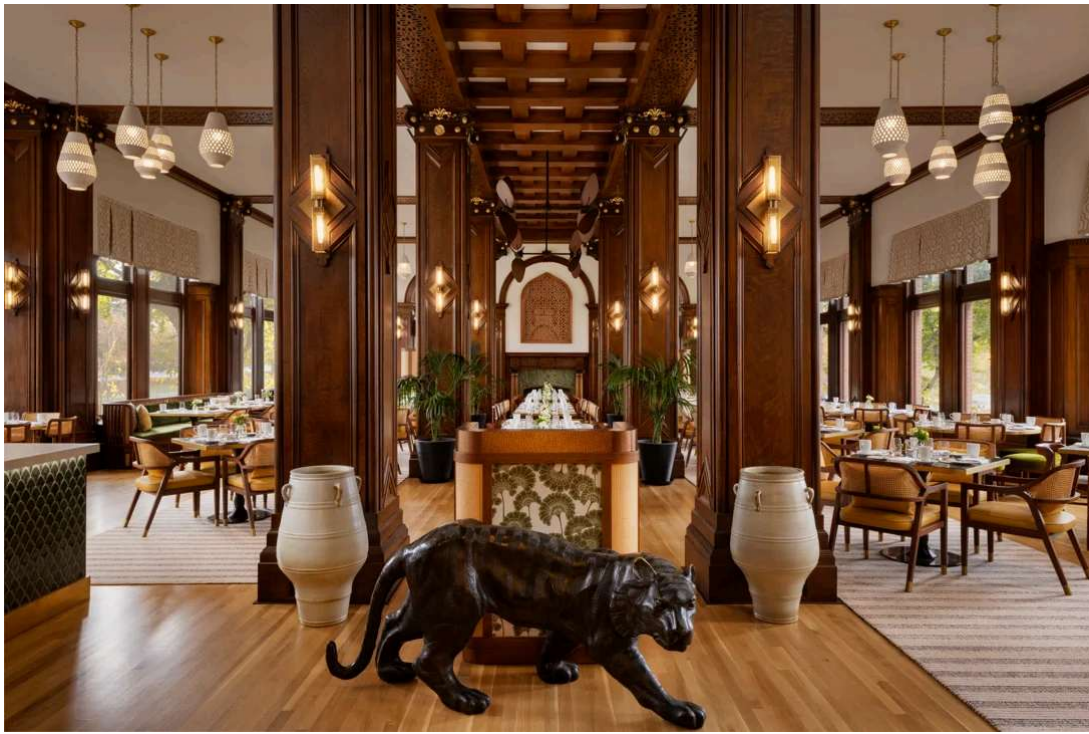


Image Courtesy: The Bengal

What's New at Fairmont Empress

Fairmont Empress continues to enhance its guest offering with the reopening of **The Bengal**, now welcoming guests in the former Bengal Lounge space after nearly a decade. Following more than 60 years as a beloved hotel fixture, the reimagined Bengal is now open for breakfast and dinner, offering another distinctive dining option for clients seeking iconic Victoria experiences.

The reopening of The Bengal coincides with renovations at **Q at the Empress**, which is temporarily closed and expected to reopen this spring.

Complementing these updates, Fairmont Empress will soon introduce **Dash**, a new grab-and-go concept located near the shops and Mountain Galleries. Dash will offer specialty coffees, teas, pastries, and the hotel's signature golden raisin scones, ideal for guests on the move.

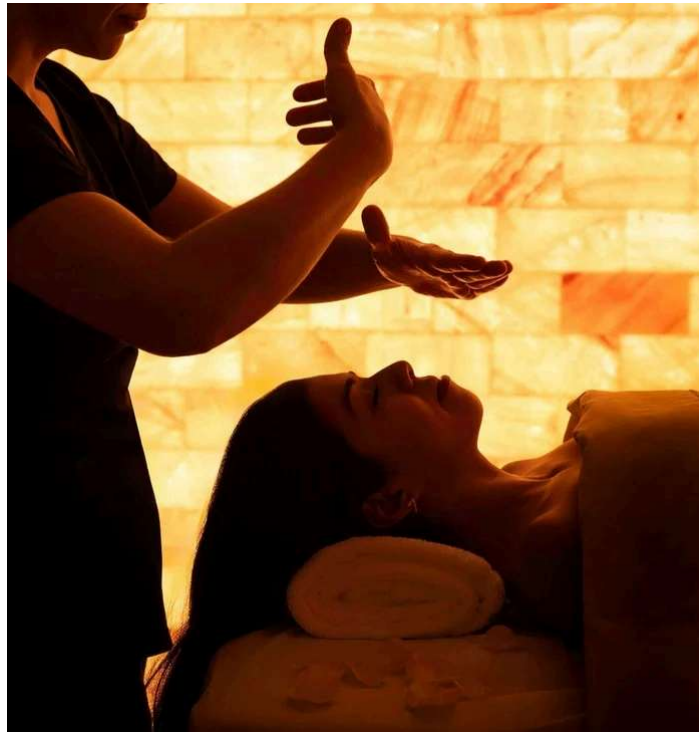


Image Courtesy: Rosemead House Hotel & Spa

Introducing Salt & Ivy Wellness Spa

A new wellness led experience is now available to enhance Victoria itineraries. [Salt & Ivy Wellness Spa & Retreat](#), located at the [Rosemead House Hotel & Spa](#), launched in November 2025, blending modern wellness science with time honoured ritual and well suited to luxury, restorative, and slow travel programs. Now open in Phase One, Salt & Ivy offers a curated menu of sensory focused spa treatments, ideal as an easy add on for FITs, couples, and pre or post tour relaxation.

Phase Two, launching next, will introduce an immersive hydrotherapy circuit inspired by European thermal traditions, including hot and cold therapy, saunas, steam rooms, a rain room, snow room, cold plunge, and a dedicated rest and recovery lounge, creating strong opportunities for wellness focused itineraries, premium travel packaging, and shoulder season promotion.

[Learn More](#)



Image Courtesy: Brentwood Bay Resort & Spa

Brentwood Bay Resort & Spa Expands Wellness Offerings for High-Value Travellers

Launching late February/early March, [Brentwood Bay Resort & Spa](#), in collaboration with Island Saunas, introduces a new sauna and cold plunge experience, an on-trend addition ideal for wellness-focused and experiential travellers.

Located beside the resort's heated outdoor mineral pools overlooking the Saanich Inlet, the 90-minute hot-cold-rest ritual allows guests to move at their own pace through sauna, cold immersion, and restorative relaxation. Guests may also add a sauna session before their massage to enhance treatment benefits, with new combined sauna and massage rituals creating attractive upsell and packaging opportunities.

[Learn More](#)

Cruise Updates



Victoria's 2026 Cruise Season Kicks Off April 10 with Busy Schedule, New Lines

Victoria's 2026 cruise season gets underway on April 10, welcoming a full schedule of cruise calls through mid-October. With 331 ship visits planned, the season reflects continued demand for Victoria as a key port of call on Pacific Northwest and Alaska itineraries. The upcoming season will also see new cruise lines visiting Victoria for the first time, adding to the diversity of experiences available to cruise guests. A particularly active spring period, including several inaugural calls in May, creates strong opportunities during the shoulder season, when travelers can enjoy milder weather, fewer crowds, and excellent value. With its walkable downtown, Inner Harbour location, and easy access to top attractions, Victoria continues to be a natural fit for pre- and post-cruise stays, as well as a seamless addition to broader West Coast itineraries that may include Seattle or Vancouver. The season concludes on October 13, supporting a long selling window for cruise and land-based travel.

[See the Full Schedule](#)

Pacific Northwest Symposium Highlights

Victoria continues to strengthen its position as a key port of call on Pacific Northwest and Alaska cruise itineraries. Ahead of the 2026 cruise season, destination representatives attended key regional industry meetings to ensure Victoria remains well-positioned with cruise partners and aligned with upcoming itineraries. This ongoing presence supports smooth operations, strong relationships, and continued demand for shore experiences in the destination.

Sustainable Spotlight

Tap into Local Expands Access to Refill Stations in Hotels



Tap Into Local

Choose clean Victoria, B.C. water.
Straight from the tap.

Safe. Sustainable. Delicious.

DESTINATION GREATER
VICTORIA

Tap into Local is a Destination Greater Victoria initiative that partners with local hotels to make it easier for visitors to access clean, great-tasting drinking water straight from the tap. By supporting the installation of refill stations in accessible spaces and providing reusable bottles for guests to use while visiting, the program helps reduce single-use plastic while showcasing one of Greater Victoria's most abundant and sustainable natural resources.

[Learn More About Tap into Local](#)

Upcoming Events & Shows

Go West Summit (March 31 - April 4 | Las Vegas)

Destination Greater Victoria will be attending [Go West Summit](#) in Las Vegas. If you're also attending, we'd be happy to connect and share the latest updates on Victoria experiences for your itineraries.

Victoria offers a year-round [Calendar of Events](#) that adds value to pre- and post-cruise stays, FIT itineraries, and group programs. Below are a few highlights that may be of interest to your clients:

[Wildlife Photographer of the Year](#) (until April 12)

A world-renowned exhibition at the Royal BC Museum, popular with cultural and nature-focused travelers.

Spring Performing Arts Season (March-April)

Including theatre, live music, and ballet performances across the city, offering evening entertainment options for overnight stays.

Seasonal Markets & Festivals (March)

Spring markets, cultural celebrations, and food-focused events add local flavour for visitors exploring beyond the main attractions.

For a complete and up-to-date list of events throughout the year, visit our [Calendar of Events](#) on our website.

Contact your Travel Trade Reps

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Image Courtesy: Seaair Seaplanes

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