

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,

Spring has arrived, and Victoria is looking its best. Gardens across the city are in full bloom, longer days are bringing more sunshine, and the season's shoulder-to-peak transition is well underway. With mild temperatures, vibrant florals, and excellent touring conditions, spring is an ideal time for travel trade partners to promote soft-adventure experiences, cultural attractions, walkable downtown stays, and flexible pre- and post-cruise itineraries.

This edition features new and expanded transportation links, sustainability-focused touring options, cultural exhibitions, wellness offerings, and itinerary-ready product updates designed to support FITs, small groups, cruise programs, self-drive journeys, and cross-border itineraries throughout 2026.



What's Happening



New Direct Seaplane Service Between Victoria and Seattle

Harbour Air will launch a new direct seaplane service between downtown Victoria and downtown Seattle on June 11, 2026. Operating once daily, the approximately 30-minute flight links Victoria's Inner Harbour with Seattle's Lake Union, offering

a direct cross-border option without airport transfers or ferry travel. This route is part of Harbour Air's largest seasonal network expansion to date and complements existing cross-border services by Kenmore Air. For travel trade partners, the service offers an efficient way to link Vancouver Island with Seattle, supporting multi-city itineraries and pre- and post-cruise extensions.

[Learn More](#)



Highlights from Go West Summit, Las Vegas

Destination Greater Victoria's Acting Director of Travel Trade & Distribution attended the GO West Summit in Las Vegas from March 31 to April 3, completing more than 40 one-on-one appointments with U.S. and international tour operators to promote Victoria. The destination was also well represented in the show floor, with partners including The Butchart Gardens, Gray Line Sightseeing Victoria, Malahat SkyWalk, and FRS Clipper.



Image Courtesy: FRS Clipper

FRS Clipper Celebrates 40 Years

FRS Clipper is celebrating 40 years of service between Seattle and Victoria in 2026, highlighted by the launch of Emerald Clipper, a new high-speed catamaran dedicated to whale watching. Launching May 1, 2026, the vessel doubles passenger capacity ahead of the summer season, responding to strong demand following near sell-outs in 2025.

For travel trade partners, the expansion increases availability for one of the Salish Sea's most popular summer experiences, while maintaining flexibility for future cross-border service.

[Learn More](#)

Product Updates

New Downtown Wellness Option for Victoria Itineraries



Image Courtesy: Selenite Spa

[Selenite Spa](#) has opened a larger downtown location at 852 Fort Street. The expanded space increases capacity and fits easily into walkable, car-free itineraries.

The spa specializes in Japanese head spa and holistic treatments focused on relaxation and balance. It works well with wellness-led, slow-travel, and multi-night Victoria programs. Group bookings are available, making it suitable for small incentive groups and wellness-themed itineraries.



Image Courtesy: Victoria Zero Emission Tours

A New Private Touring Option for Victoria

[Victoria Zero Emission Tours](#) offers private, chauffeur-guided sightseeing experiences in 100% electric vehicles, providing a flexible and low-impact way for clients to explore Victoria. Tours range from short city highlights to half- and full-day itineraries featuring key attractions such as The Butchart Gardens, Chinatown, Craigdarroch Castle, and Malahat SkyWalk, led by certified, insured local guides.

Trade-ready and bookable up to 18 months in advance, Victoria Zero Emission

Tours is well suited for luxury FITs, small groups, pre- and post-cruise guests, and mobility-considerate travellers. Vehicles can accommodate 1–5 guests, including mobility-friendly configurations, with family amenities available on request, making this an easy addition to custom and premium Victoria itineraries.



Image Courtesy: HeyYa Cart Rentals

HeyYa Carts at The Parkside Hotel & Spa

The Parkside Hotel & Spa now offers on-site access to HeyYa Cart Rentals, providing a self-guided transportation option for exploring downtown Victoria. Fully electric and street-legal, the carts are available in 4- and 6-seater formats and can be booked independently by guests online. Each cart is equipped with navigation and basic comfort features, supporting flexible sightseeing without the need for guided services. The experience can be positioned as a light-activity option for leisure time within an itinerary, particularly for FITs, and small groups. Custom 'Happy Trails' route maps are available through Guest Services or directly from HeyYa Cart Rentals to support planning.

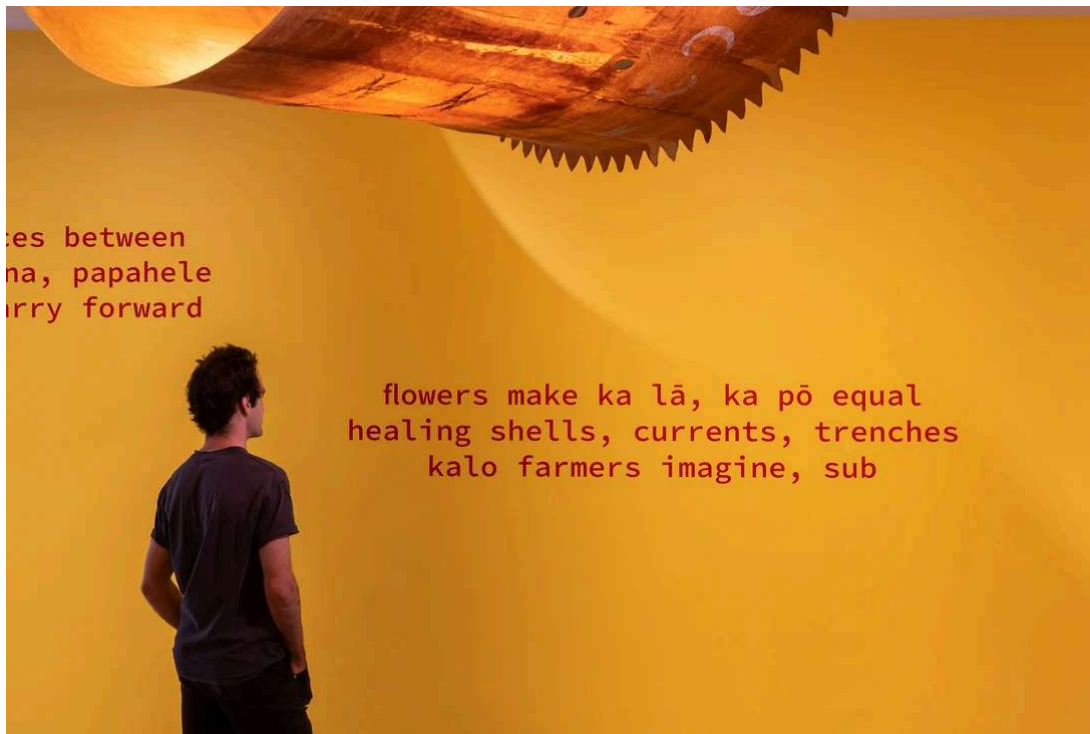


Image Courtesy: Art Gallery of Greater Victoria

Summer Exhibitions at the Art Gallery of Greater Victoria

From May to October, the [Art Gallery of Greater Victoria](#) presents a diverse lineup of exhibitions well suited to summer and early-fall itineraries. Highlights include *Family Visits* (9 May–6 Sep), which explores ideas of kinship across cultures and species; from *Brush to Block* (16 May–11 Oct), featuring Japanese bird-and-flower paintings and prints by Imao Keinen and Kono Bairei from the Meiji era; and *As waters merge—swaying waves beckoning us closer* (6 Jun–4 Oct), a contemporary exhibition examining themes of joy, gathering, and ocean-inspired connection across Pacific communities. Together, these exhibitions offer a strong indoor cultural option for leisure travellers and cultural interest groups during peak season.

Cruise Updates



Image Courtesy: Off the Eaten Track Tours

Evening Walking Food Tour for Cruise Itineraries

Off the Eaten Track Tours has launched a two-hour evening walking food tour (9-11pm) designed for cruise passengers with overnight stays or late departures. The tour begins at the Visitor Centre and ends at Rogers' Chocolates, both locations conveniently close to cruise shuttle shops. The fully guided, walkable route includes scheduled tastings at several downtown venues, with light historical and neighbourhood context provided throughout.

[Learn More](#)

Sustainable Spotlight



Image Courtesy: BC Ferries

BC Ferries Elevates the Journey with BC-Sourced Food and Products

BC Ferries is enhancing the onboard experience through a new partnership with the Province of BC's Feed BC and Buy BC programs. More than 60% of food served onboard is now produced or processed in BC, with Passages shops also highlighting locally made gifts and products. Clear signage makes it easy for travellers to identify BC-made offerings, supporting local and Indigenous-owned businesses while adding a simple, authentic local element to itineraries that include ferry crossings.

[Learn More About this Initiative](#)

Upcoming Events & Shows

Let's Connect at Upcoming Industry Events

Destination Greater Victoria will be attending the following industry events this spring:

- [Seatrade Cruise Global](#) | April 13-16 | Miami Beach
- [Edge Conference Travel Leaders & Luxury Forum](#) | May 2-6 | San Diego
- Explore Vancouver Island | May 5 | Comox Valley
- [Rendez-vous Canada 2026](#) | May 26-29 | Toronto

If you'll be attending any of these, 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:

[Ancient Egypt: Obsessed with Life](#) | [Royal BC Museum](#) (Jun 5 - Jan 3)

An immersive exhibition exploring ancient Egyptian rituals, beliefs, and artistry.

[Tartan Parade](#) | [163rd Victoria Highland Games & Celtic Festival](#) (May 9)

A vibrant procession of pipe bands and Highland dancers animates Victoria's most visited streets, offering an easy-to-sell spring cultural highlight.

[Seasonal Art Showcases](#) (Apr-Jul)

Seasonal exhibitions, guided tours, and creative workshops 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.

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