DESTINATION GREATER VICTORIA

REST, RECHARGE, RECONNECT: DESTINATION GREATER VICTORIA'S WELLNESS GETAWAY PROGRAM RETURNS IN 2027

'Intention: A wellness getaway in Victoria' showcases Greater Victoria's diverse wellness offerings with new events, experiences, and opportunity for self-discovery

VICTORIA, B.C. (November 3, 2026) – Start 2027 with intention. Destination Greater Victoria is proud to welcome back 'Intention: a wellness getaway in Victoria', inviting visitors and locals to explore a diverse lineup of wellness experiences, events, and activities focused on renewal, balance, and well-being.

Running from January 4 to 17, 2027, Intention continues to grow as one of Greater Victoria's signature wellness programs. Designed to attract visitors to the region during a slower time of year for the visitor economy, the 2027 program features a mix of new and returning wellness experiences, providing participants with even more opportunity to invest in their physical, mental, and emotional well-being.

Returning for its third year, Intention continues to evolve with the debut of the Made with Intention Wellness Market, alongside new additions such as a pop-up yoga series and immersive experiences designed to inspire healthier, happier living through evidence-based wellness practices.

Beyond supporting personal wellness, the program also gives back to the community. New this year, donations collected at the Made with Intention Wellness Market will support the BC Hospitality Foundation, which assists hospitality and tourism workers facing a health challenge. At the same time, the promotional campaign drives business for local practitioners and businesses that contribute to Greater Victoria's reputation as a destination for health, balance, and holistic living.

"Intention continues to evolve in response to growing interest in wellness tourism and meaningful self-care experiences," said Jodi Westbury, VP of Marketing Communications and Data Strategy at Destination Greater Victoria. "With many exciting new additions to the 2027 program, there is truly something for everyone regardless of how they define wellness. Intention continues to showcase the local businesses, practitioners and organizations that help make Greater Victoria a leading wellness destination."

Participants can build a personalized wellness itinerary from a selection of experiences throughout the region, including wellness workshops, movement classes, spa treatments, outdoor adventures, culinary experiences, unique accommodations, and more. Intention encourages visitors and locals to embrace and nurture their well-being, whether they are seeking rest, inspiration, connection or personal growth.

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To explore the full program and begin planning your curated wellness getaway, visit the Intention: a wellness getaway in Victoria website at https://www.tourismvictoria.com/intention-wellness-getaway. Participants can browse offerings, book wellness-inspired accommodation packages, register for events and create a personalized wellness getaway tailored to their goals and interests.

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About Destination Greater Victoria: Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing and management organization working in partnership with approximately 950 businesses and municipalities in Greater Victoria. For more information, visit the Destination Greater Victoria website.

Note to editors: Photos are available to download here, and videos here.

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INTENTION PROGRAM HIGHLIGHTS

Made with Intention Wellness Market

New for 2027, the Made with Intention Wellness Market will bring together more than 35 wellness-focused businesses, artisans and practitioners from across Greater Victoria. The curated marketplace celebrates wellness, creativity and mindful living through local vendors, live demonstrations and interactive experiences, offering visitors the opportunity to discover products, services and experiences that support healthier, more balanced lifestyles.

When: January 16, 2027, 10:00 a.m. - 4:00 p.m.
Where: The Parkside Hotel & Spa, City Club Lounge, 810 Humboldt St., Victoria, B.C.
Admission: By donation, with proceeds supporting the BC Hospitality Foundation.

Supporting wellness through community

Admission to the Made with Intention Wellness Market supports the BC Hospitality Foundation, a charitable organization that assists hospitality and tourism workers experiencing financial hardship due to illness, injury, health challenges, or unexpected life circumstances. This partnership reflects Intention's broader commitment to fostering personal, community, and workplace wellbeing throughout Greater Victoria.

Free pop-up yoga series

New to Intention's third year, a series of complimentary pop-up yoga experiences will invite residents and visitors to explore Greater Victoria's wellness community in an accessible and welcoming way. Designed to introduce participants to the diverse wellness experiences available throughout the region, the free sessions encourage movement, mindfulness, and connection while offering a glimpse into the broader Intention program.

The complimentary classes aim to reduce barriers to participation and inspire attendees to continue their wellness journeys through the many experiences featured during Intention. Details about the pop-up yoga experiences will be announced in the coming months.