DESTINATION GREATER VICTORIA PARTNERS WITH INTER*VISTAS* TO ADVANCE TOURISM DATA AND BUSINESS INTELLIGENCE

VICTORIA, B.C. (November 5, 2026) – Destination Greater Victoria (DGV) is working with Canadian company Inter*VISTAS* Consulting Inc. (Inter*VISTAS*) to conceptualize, develop, and implement an integrated data platforming framework and analytical architecture designed to strengthen destination management, business intelligence, and visitor economy performance.

Building on DGV's existing data ecosystem, the Destination Data Intelligence Platform will bring multiple data sources together into a single trusted platform. The work will focus on three key objectives: bringing key data together in one secure place and clean; shifting from primarily backward-looking research and data sources toward more forward-looking data wherever possible; and supporting DGV's broader systems rejuvenation and modernization process.

Data and insights are central to DGV's mandate, informing strategic marketing and sales decisions, industry performance reporting, advocacy and policy discussions, and sustainable destination management. As DGV's role continues to evolve beyond traditional destination marketing, access to more forward-looking and commercially relevant intelligence will help DGV deliver greater value to member businesses and better serve communities across Greater Victoria, while supporting evidence-based decisions related to seasonality, visitor dispersion, visitor economy investment attraction, infrastructure and capacity planning, sustainability and community well-being.

Inter*VISTAS* will lead the platform's technical development, data integration and forecasting capabilities, while DGV will provide destination expertise, data assets and strategic guidance to ensure the solution meets tourism industry needs.

"We were looking for a partner to help advance how we use data and business intelligence, and Inter*VISTAS* stood out for its expertise, Canadian perspective and deep experience in the transportation sector," said Paul Nursey, CEO of Destination Greater Victoria. "For an island destination like Greater Victoria that relies heavily on air and marine access, that expertise is especially valuable. We're excited to work together to better leverage data and support more forward-looking decision-making."

"By bringing together tourism, economic, and transportation insights and pairing them with advanced analytics, we can help destinations better understand performance, anticipate opportunities, and make more informed decisions," said Solomon Wong, President & CEO of Inter*VISTAS*. He added, "we look forward to supporting Destination Greater Victoria's long-term success by turning data into actionable intelligence and co-creating solutions for a dynamic travel environment."

Inter*VISTAS* was selected through a competitive process based on its expertise and fit with DGV's needs. The partnership represents DGV's continued investment in the information and intelligence needed to understand a changing visitor economy, anticipate future opportunities and support the long-term resilience and competitiveness of Greater Victoria as a destination.



The signing of a new partnership between Destination Greater Victoria and InterVISTAS to advance DGV's tourism data, analytics and business intelligence capabilities. Front L-R: Paul Nursey, CEO, Destination Greater Victoria and Solomon Wong, President and CEO, InterVISTAS. Back L-R: Jordan Young, Senior Manager, InterVISTAS; Adam Duddy, Director of Strategy and Insights, DGV; Jodi Westbury, Vice President Marketing Communications and Data Strategy, DGV; Bill Jones, Vice President, Smart Technologies and Innovation, InterVISTAS.

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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.

About Inter*VISTAS* Consulting Inc.: At Inter*VISTAS* Consulting Inc., we lead the way in specialized consulting services, focusing on aviation, transportation, and tourism. With offices in Canada, the United States, and the United Kingdom, we've successfully delivered projects to over 500 clients in over 70 countries worldwide. Our team members work with a diverse range of clients including airports, airlines, port authorities, tourism associations, and governments. Our key to success is an energetic team of top-caliber professionals dedicated to making a difference in our industry. Check out what our team has accomplished here: www.intervistas.com.

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