

DESTINATION GREATER VICTORIA WINS PROFESSIONAL EXCELLENCE AWARD

VICTORIA, B.C. (March 3, 2023) – Destination Greater Victoria (DGV) is thrilled to announce that it has won the prestigious Professional Excellence Award for destination marketing organizations (DMO) at the 2023 BC Tourism & Hospitality Conference in Prince George. On hand to accept the award were DGV's Vice President Sales, Business Events Victoria & Victoria Conference Centre, Miranda Ji, and Director Public Affairs, Destination Stewardship and Sustainability, Jeremy Loveday.

Greater Victoria received additional accolades with The Parkside Hotel & Spa winning the Sustainability Awards for being an organization that has championed the implementation and/or education of sustainable and regenerative practices in their tourism or hospitality operation and made a commitment to working on goals and actions aligned with one or more of the 17 UN Sustainable Development Goals.

Presented by the Tourism Industry Association of BC and the BC Hotel Association, the annual gathering is the most important event of the year for B.C.'s tourism and hospitality industry, including B.C.'s 70 DMOs. Each year, hundreds of nominations are received for the awards, which recognize and celebrate excellence, leadership, and innovation within B.C.'s tourism & hospitality industry and showcase the province's most exceptional leaders and positive change-makers.

The Professional Excellence Award recognizes a community DMO for their demonstration of leadership, innovation, accountability and collaboration with the tourism industry in British Columbia. Destination Greater Victoria was selected as the winner (over finalists Tourism Ch'illiwack and Tourism Prince George) for being "a proven leader, an example of professionalism and best practices and has provided measurable value to the local and provincial tourism industry."

"Everyone at DGV is delighted to win this important award after the tremendous work they put in to achieve an amazing comeback year in 2022," said Paul Nursey. "In many ways, this award recognizes not just what we achieved as a DMO, but what we accomplished as a region, and for that, we extend our sincere thanks to all of our members for their tireless work supporting our visitor economy and our communities in Greater Victoria."

"Words can't express how honoured we are to have received the Sustainability Award at the 2023 BC Tourism & Hospitality Conference Awards," added Trina White, General Manager, The Parkside Hotel & Spa. "Thank you to our incredible guests, community and most importantly, our team members for their work in providing exemplary hospitality with a core focus on sustainability. We look forward to continuing to strengthen our environmental efforts and enhancing our guest's experience."

Among DGV's many achievements in 2022 were the following:

- Recovered over 60% of meetings and conferences cancelled due to Covid-19, generating \$500M-\$600M in visitor spending;
- Average Daily Rate and RevPAR performed above the average for urban destinations in BC;
- Led Canada in Average Daily Rate and Revenue per Available Room (March-July 2022);
- Five-year business plan (2022-2026) approved by accommodation community representing 94% of area hotel rooms;
- Generated 535 stories travel and influencer media;
- 3rd-party survey showed 98% community support for tourism;
- 50,000 room nights attributed to DGV sales efforts;
- DGV's spring marketing campaign achieved 22 to 1 ROI (3rd party evaluation);
- Secured high ranking from world's most influential travel publications:
 - #2 Small City in the World (Conde Nast Traveler's Survey)
 - #3 City in the World Overall (Conde Nast Traveler's Readers Poll)
 - Top 50 places to visit in 2023 (Travel + Leisure);
- Generated 2.1 million visits to the DGV website;
- Victoria Conference Centre success in 2022:
- Delegate days (87,256); room nights (25,533); business sales (top level economic impact) (\$26,668,297); contributions to personal income (wages and salaries) (\$9,087,907); jobs supported (10,580); contribution to municipal taxes (\$354,601); contribution to provincial taxes (\$2,424,593); contribution to federal taxes (\$1,846,674); and total contributions to taxes (\$4,625,868); and # events (114);
- Outperformed Canada's top destinations by double digits in accommodation revenue (spring/summer); and
- Achieved a 26.8% labour-to-sales ratio in 2021 (Industry Standard is 33%– 35%).

For more information, visit the Destination Greater Victoria [website](#).

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