

The value and many benefits of

Membership



Put your business in front of customers year-round



Amplify your marketing investment and reach



Connect your business across the tourism industry

DESTINATION GREATER
VICTORIA



Put your business in front of customers year-round

Greater Victoria welcomes more than **4 million** overnight visitors every year. Destination Greater Victoria inspires travellers to visit, enjoy all that Greater Victoria offers, stay longer, and spend more.

As a DGV member, we connect your business with these visitors in a cost-effective way.

How DGV puts your business in front of customers year-round:



THE WHARF STREET VISITOR CENTRE

We engage with more than **340,000** visitors every year at the Visitor Centre. Brochure racking, ticketing and advertising opportunities are available.



THE OFFICIAL GREATER VICTORIA VISITOR GUIDE

Your business is featured in the official Visitor Guide. We distribute **200,000** copies across our source markets in Canada and the United States, as well as on BC Ferries, Victoria Clipper, MV Coho the Ogden Point Cruise Ship Terminal and the Visitor Centre.



CONFERENCE DELEGATES

Supported by DGV's Business Events Victoria, there are around 180 conferences in Greater Victoria each year, attracting more than **40,000** delegates.



PARTNERS IN-MARKET

DGV partners with a wide range of quality tour operators, media influencers, consortia and travel agencies, generating opportunities for curated itineraries, blogs and media coverage.



THE OGDEN POINT CRUISE SHIP TERMINAL

Greater Victoria welcomes almost **1 million** cruise-ship visitors each year, and we serve thousands at the cruise ship terminal visitor kiosk.





Amplify your marketing investment and reach

Destination Greater Victoria is the region's official destination marketing organization. Our role is to market Greater Victoria widely and innovatively, promoting our member businesses within BC and across Canada, as well as to key United States and international markets.

DGV's investments in marketing are large, targeted and impactful. We use multiple channels and our reach is extensive. This benefits your business by amplifying your own marketing, which enables greater impact than individual budgets often allow.

How DGV amplifies your marketing investment and reach:



DESTINATION GREATER VICTORIA WEBSITE

We feature your business on DGV's website, which has more than **2.1 million** sessions each year.



TARGETED MARKETING

DGV develops and drives significant, impactful marketing campaigns to many source markets throughout the year.



MEMBER-FOCUSED PROMOTION

Members receive preference in DGV's marketing, promotions and events, including with tour operators, conference planners, sports event planners and travel media.



SOCIAL MEDIA & NEWSLETTER AMPLIFICATION

We promote the destination and your business on our social media channels to our more than **200,000** collective followers. DGV's consumer-focused eNewsletter has more than **33,000** subscribers.



Connect your business across the tourism industry

DGV membership brings your business into an active network of diverse businesses across the tourism and hospitality industry. Members connect regularly, share experiences and best practices, and can access workshops and resources.

Membership also ensures your business benefits from DGV's advocacy and collaborations. DGV members receive research insights to support their strategies, plus updates about key industry developments—keeping you informed and looped in.

How DGV connects your business across the tourism industry:

NETWORKING



DGV organizes monthly networking mixers and various events hosted by different members, providing you the opportunity to connect with other local businesses and associations.

LEARNING OPPORTUNITIES



DGV facilitates workshops, seminars and learning opportunities exclusively for members.

MEMBER NEWSLETTER



DGV distributes a weekly e-newsletter with updates on events, news, new members, and member achievements.

INDUSTRY RESEARCH



DGV provides research insights and resources for members to help inform your business activities and strategies.

INDUSTRY LEADERSHIP & GOVERNANCE



Members benefit from DGV's advocacy with the government and industry associations, and can participate in industry development through advisory committees and boards.

BIOSPHERE



Members have access to the acclaimed Biosphere Sustainability Program at no cost for one year, as well as ongoing access to DGV's sustainability team for support.



What our members have to say



DGV gives us the opportunity to network, and branch out. After meeting at a mixer, we ventured out and collaborated with the Victoria HarbourCats baseball team, and are very proud to be their official cookie supplier for the upcoming baseball season!

— Martha Barber, Owner, Martha's Delectables

We've been members at Destination Greater Victoria for almost 20 years. We are so appreciative of the benefits our membership provides. The staff at DGV is amazing and the support we receive is top notch.

— Brett Soberg, Owner, Eagle Wing Whale & Wildlife Tours



The staff at Destination Greater Victoria is always on top of helping us. Sharing our story has been the biggest thing for us since DGV's reach is so huge. DGV picks up little pieces from us and shares it across their network. We consistently get people coming into the store who tell us they picked up a rack card at the Visitor Centre. The support and networking through events has been invaluable, and has had a big impact on developing our community ties.

— Katrina Dwulit, Co-Owner, Victoria Market Collective



We joined DGV to be connected to the community, and to the tourism industry as a whole. Since we've joined, it has opened many doors for us—namely deepening our connection with local businesses for collaboration, but also presenting some media opportunities that we didn't even know were a possibility.

— Lee Phillips, General Manager, Ocean River Adventures



Kudos to DGV! Of all the DMOs I've worked with, this has been the most supportive and thorough onboarding and introduction process. I've been having a great time maneuvering the fantastic Victoria market—what a powerhouse. The new member breakfast event was a great idea.

— Storm Jespersen, Regional Sales Manager, The Vic, Ascend Hotel Collection



I have been a member for more than eight years and the experience has been invaluable. I gain access to media tours, distribute my brochures through the visitor centre, and gain insight into the tourism industry through their frequent newsletters. The monthly networking events have allowed me to meet other tourism business owners, and make substantial connections within the tourism industry.

— Bonnie Todd, Owner, Off the Eaten Track



MEMBER SERVICES DEPARTMENT

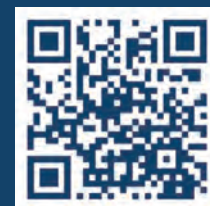
600-765 Broughton Street
Victoria, BC V8W 1E2

memberservices@tourismvictoria.com
tourismvictoria.com/members

DESTINATION GREATER
VICTORIA

SOCIAL MEDIA

- @Destination Greater Victoria
- @tourismvictoriabc
- @tourismvictoriafan
- @victoriavisitor
- @victoriabctourism
- @tourismvictoria



Learn more
and apply for
membership
today!

Membership Fee Options

MEMBER BENEFITS	STANDARD	REDUCED
Full business listing on Destination Greater Victoria's website (<i>tourismvictoria.com</i>)—over 2.1 million unique visits annually.	✓	-
Full business listing in DGV's Vacation Guide—200,000 printed copies, and available electronically.	✓	-
<i>Option to list your business in multiple categories**</i>	✓	-
Ongoing promotion by sales and marketing teams via sales leads, referrals, media leads, marketing campaigns, and more.	✓	✓
Ongoing promotion on DGV's social media, including Instagram, Facebook, Pinterest, LinkedIn, website, blogs, consumer newsletters, and more.	✓	✓
In-person, in-destination representation by Visitor Centre staff.	✓	✓
Brochure racking at Visitor Centre (<i>4" x 9" standard size</i>).	✓	✓
Access to ticketing services through Visitor Centre (<i>commission levied on sales</i>).	✓	✓
Advertising opportunities at Ogden Point Cruise Ship Terminal.	✓	✓
Access to exclusive member events, mixers and workshops.	✓	✓
Access to Biosphere sustainability program, including first year free.	✓	✓
Member acknowledgments on corporate member eNewsletter (<i>9,000+ reach</i>).	✓	✓
Victoria Conference Centre VIP Delegate program participation.	✓	✓
Proud Member decal for display at place of business and on your website.	✓	✓
ANNUAL INVESTMENT*	\$695	\$395

*Fees are per calendar year. **Additional listings \$350 per category.

Do you have questions? Are you ready to join?

Contact Member Services today!



Heather Oughtred
 Manager, Member Services
 250-883-0870
heather.oughtred@tourismvictoria.com



Kathleen Mahamad
 Account Manager,
 Member Services
 250-882-0153
kathleen.mahamad@tourismvictoria.com