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Major travel business convention awarded to Victoria

VICTORIA, B.C. – Victoria has been awarded the honour of hosting more than 450 international travel industry buyers and suppliers at the 30th annual Canada’s West Marketplace in November 2017.

One of Canada’s top travel trade shows, the convention promotes premier travel experiences in Alberta and B.C. to tour operators and wholesalers from around the world.

Established in 1989, Canada’s West Marketplace is a partnership between Destination British Columbia and Travel Alberta. Each year, the trade show alternates between the two provinces and was last held in Victoria in 2009.

Hosting Canada’s West Marketplace is good news for Victoria. Hoteliers can bank on room nights being booked for next November, and spending by delegates (industry average is \$450 per day) will directly benefit Victoria businesses during a traditionally slower time of year.

Over the longer-term, Greater Victoria stands to gain from the opportunity to showcase a region that is growing into one of the world’s top-rated destinations. International and Canadian delegates who attend the trade show annually are responsible for purchasing or supplying travel products in markets that are major sources of visitors to Western Canada.

“Victoria has experienced more than \$100 million in major hotel renovations in the past two years, and access to our destination has never been better with new flights and ferry services coming online,” said Paul Nursey, President and CEO of Tourism Victoria. “There’s a reason Conde Nast Traveler Readers’ Poll ranked Victoria as their No. 7 favourite destination in the world (outside the U.S.). We have a vibrant downtown, and a region full of rejuvenated tourism experiences and a reinvigorated food scene.”

To learn more, visit CanadasWestMarketplace.com.

ABOUT TOURISM VICTORIA: Tourism Victoria (Greater Victoria Visitors and Convention Bureau) is the official not-for-profit destination marketing organization working in partnership with more than 900 members in Greater Victoria.

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