

October 12, 2016

New direction for major events in Victoria

VICTORIA, B.C. – A new strategy that will improve accountability and better ensure the long-term sustainability of major events in Victoria has been approved by the Downtown Victoria Business Association, Tourism Victoria, the Greater Victoria Harbour Authority and the Hotel Association of Greater Victoria.

The four organizations provide the bulk of funding for major events held in Victoria. The city's downtown continues to blossom and grow as a vibrant centre that attracts people from around the region and visitors from around the world.

While most people likely won't notice any change, the new strategy will allow the funding organizations to better collaborate so each can meet its specific mandate.

- DVBA will focus on free events that animate the downtown and attract customers into the city's retail and business centre
- Tourism Victoria and HAGV will focus on attracting major conferences and events that bring visitors to our region and measurably increase room nights
- GVHA will celebrate events that recognize the value and contributions of our working harbour

The four organizations will also support each other on initiatives that align with their mutual objectives and mandates. This improved strategy and accountability is the result of deeper communication and collaboration between community organizations and key segments of the private sector. The initiative is vital for Victoria to continue to grow as a business centre, a place to work and shop and as a tourist destination.

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