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Travel agents rank Victoria top five among Canadian cities

VICTORIA, B.C. – Victoria is standing tall among Canada’s largest cities, with our destination earning a top-five ranking in the prestigious 2017 Agents’ Choice Awards. The placing reflects the vote of 5,770 Canadian travel agents who cast a ballot in this year’s Baxter Travel Media annual readership survey. In the category of top Canadian city, Victoria ranked behind only Vancouver, Toronto, Montreal and Quebec City.

“The Agents’ Choice Awards are watched closely by people in the tourism sector and we are proud to have a prominent place on this list,” says Paul Hawes, Chief Marketing and Distribution Officer of Tourism Victoria. “Victoria truly delivers above and beyond the size of our destination, and Tourism Victoria is grateful for all of the travel agents who chose to recognize Victoria with their vote.”

The results for all categories are collected in a 96-page publication released earlier this week. The 2017 edition of Agent’s Choice can be viewed online at travelpress.com.

“Victoria has been steadily climbing up the list and this year’s awards prove we are top of mind among people whose job is selling vacations to potential visitors,” says Paul Nursey, President and CEO of Tourism Victoria. “That is an excellent place to be and Tourism Victoria is working hard for our members and our industry to convert interest in our destination into confirmed bookings. It isn’t easy competing against cities with much larger marketing budgets, but our talented and creative team continues to inspire people to visit Victoria.”

This year’s Agents’ Choice awards also listed The Butchart Gardens among the top-10 attractions, alongside such international bucket-list experiences as the Louvre in Paris, St. Mark’s Square in Venice and the French Quarter in New Orleans.

Bob Mowat, executive editor for Baxter Travel Media, says the awards have always been a positive story about celebrating the personal connections that really define the travel industry in this country and around the world. “In 2017, 5,770 Canadian travel agents voted for their favourites in 30 different categories, marking the second-highest response rate in the history of Agents’ Choice,” Mowat says.

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 950 business members and municipalities in Greater Victoria. For more information, go to TourismVictoria.com.

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