

October 17, 2017

Victoria takes its place among world's great small cities

VICTORIA, B.C. – Greater Victoria has officially taken its place among the greatest small cities in the world. The latest Condé Nast Readers' Choice awards were announced today and Victoria placed second among the top 20 small cities outside the U.S. This is an impressive accomplishment for Greater Victoria as our destination continues to punch above its weight to stand shoulder to shoulder with some legendary locations.

"This result is straight from readers of one of the world's leading travel magazines," says Paul Nursey, President and CEO of Tourism Victoria. "This is proof positive that Greater Victoria's transformation from a quaint and charming regional destination to a world leading experiential destination is complete."

Tourism Victoria's marketing team has worked hard to create a deep connection with prospective customers. Tourism Victoria's media relations team earns over 300 placements per year. This award demonstrates that the strategy is working and our region's brand is being recognized as a global leader in experiential tourism.

Extensive coverage in prestigious publications such as the *New York Times*, *New Zealand Herald* and the *Rolling Stone*, as well as the *L.A. Times* and Mexico City's *El Universal* have showcased everything from our region's burgeoning concert and music scene to the [Pacific Marine Circle Route](#).

In August, *Smart Meetings* magazine recommended Victoria as one of the top 10 emerging destinations for hosting meetings and conferences. In June, a poll of 5,770 Canadian travel agents chose Victoria as one of the top five destinations in the country.

Condé Nast Readers' Choice Awards are chosen by more than 300,000 readers who submitted millions of ratings and tens of thousands of comments about recent travel experiences — good or bad.

Victoria and the other winning cities will be listed in the November issue of [Condé Nast Traveler](#).
<https://www.cntraveler.com/galleries/2014-10-20/top-25-cities-in-the-world-readers-choice-awards-2014>

Last year, Victoria was ranked the No. 7 spot on a list of Best Cities in the World (outside the U.S.) by [Conde Nast's 2016 Readers' Choice survey](#). Remarkably, Victoria was ranked one spot behind Vancouver and ahead of world-class cities such as Paris and Barcelona.

About Tourism Victoria: Greater Victoria's official, not-for-profit Destination Marketing Organization works in partnership with more than 950 businesses and municipalities in Greater Victoria.

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Conde Nast Traveler – Readers' Choice Awards Top Small Cities Outside the U.S.

- 1 San Miguel de Allende, Mexico
- 2 **Victoria, B.C., Canada**
- 3 Florence, Italy
- 4 Bruges, Belgium
- 5 Lucerne, Switzerland
- 6 Salzburg, Austria
- 7 Nuremberg, Germany
- 8 Quebec City, PQ, Canada
- 9 Cologne, Germany
- 10 Lisbon, Portugal
- 11 Copenhagen, Denmark
- 12 Edinburgh, Scotland
- 13 Bergen, Norway
- 14 Stockholm, Sweden
- 15 Seville, Spain
- 16 Prague, Czech Republic
- 17 Venice, Italy
- 18 Puerto Vallarta, Mexico
- 19 Dublin, Ireland
- 20 Jerusalem, Israel