



DESTINATION GREATER
VICTORIA

**Destination Greater Victoria – PNWER
Value of Tourism Presentation**

Overview

- Economic impact of tourism in Pacific Northwest region (PNWER Jurisdictions)
- More than an economic impact: Destination Management
- IMPACT Sustainability Travel & Tourism Conference

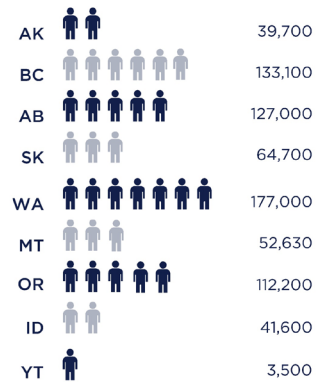
- ***But quickly... Big shout out to PNWER!***

By the Numbers: Breakdown by Jurisdiction

2018 Data

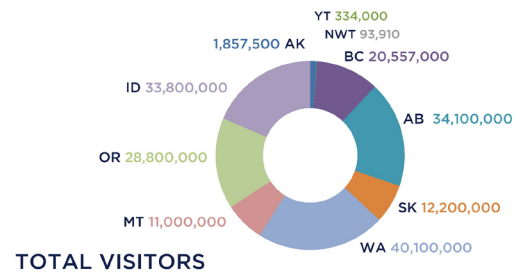
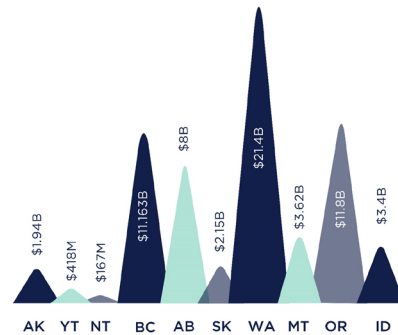
PNWER VALUE OF TRAVEL & TOURISM

TOURISM EMPLOYMENT



Produced by Tourism Victoria
with files compiled by B.C. Ministry of Tourism, Arts and Culture
with data from PNWER members
*Estimates based on select key indicators which may vary by collection date and methodology across jurisdictions.

VISITOR EXPENDITURE

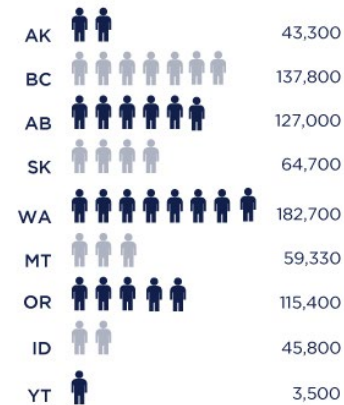


TOTAL VISITORS

2019 Data

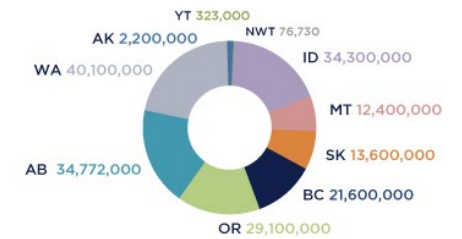
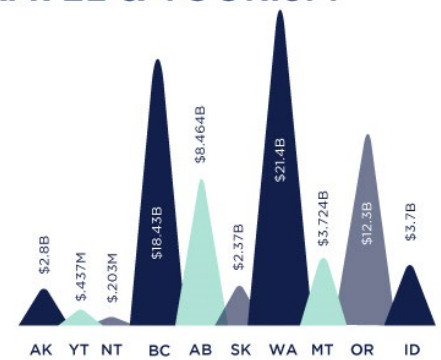
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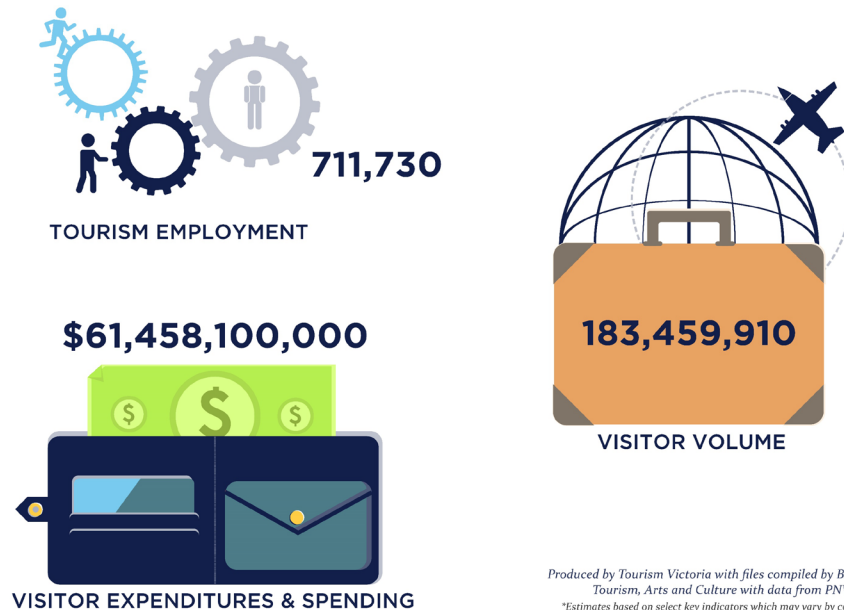


TOTAL VISITORS

By the Numbers: Regional Totals

2018 Data

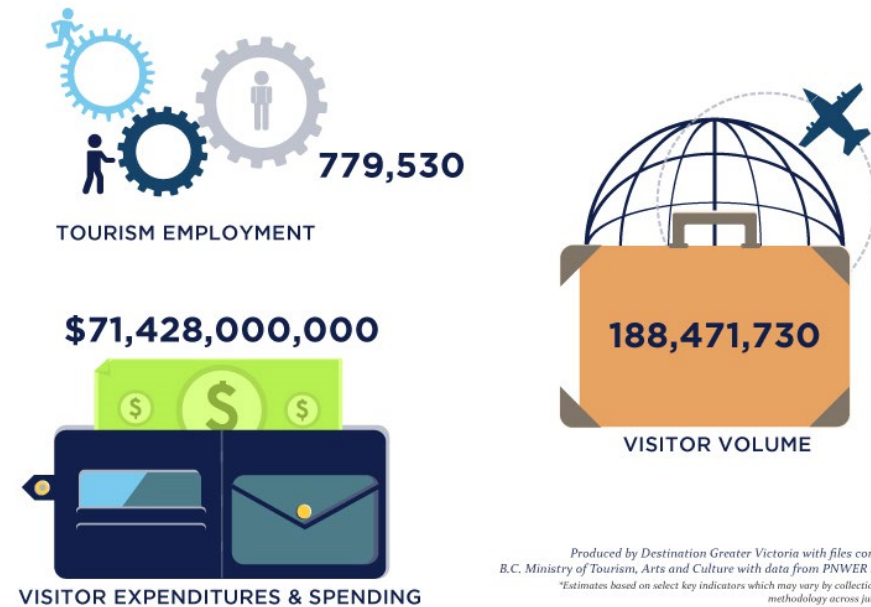
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2019 Data

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Destination Management

- Destination Management:
 - A strategic approach to shape the development and operation of tourism-related activities in a destination, as well as coordination of stakeholders in the public, private and not-for-profit sectors.
 - It involves the application of resources to promote tourism at a destination for the benefit of the tourism industry and the wider community.
 - The goal is to produce both sustainable and competitive tourism in the destination.
- Hear phrases such as “resident-visitor interface,” “compression and dispersion” and perhaps the most-used word in the tourism industry currently – “overtourism.”

Examples of Destination Management in Greater Victoria

- IMPACT Sustainability Travel & Tourism Conference – First conference held in 2018. Next one will be in January 2020. Brings together leading tourism industry professionals to discuss best practices in sustainable destination development and management.
- Indigenous Relations – Victoria is on the traditional territory of the Esquimalt and Songhees First Nations. Deepening our relationships.
 - Victoria Indigenous Cultural Festival
 - Indigenous members such as Songhees Seafood and Steam
- Compression and Dispersion – Actively promote restaurants, hotels and attractions outside the downtown core. Alleviates overcrowding and stress on hard infrastructure (Agri-tourism, Pacific Marine Circle Route).



IMPACT Sustainability Travel & Tourism Conference

- Inaugural Conference in 2018
- 275 delegates at this year's conference
- Focus is on long-term, sustained growth of visitor economy that protects cultures, natural assets and industry

Thank You!

