



Marketing our favourite destination

APRIL 22, 2014

FOR IMMEDIATE RELEASE

KICK INTO HIGH SEASON WITH TOURISM TURBO DRIVE WEEK

Victoria, B.C. – Media are invited to join the Greater Victoria Visitors & Convention Bureau (Tourism Victoria) and dive head-first into visitor economy with Tourism Turbo Drive week, featuring two important national and local tourism-related events.

Tourism Town Hall

From 1:00 p.m. to 3:30 p.m. on Wednesday, April 23, the Tourism Industry Association of Canada (TIAC) and Canadian Tourism Commission (CTC) will be hosting a Tourism Town Hall. This is the first time the event is being held in Victoria. Tourism is a 1.9 billion dollar industry in Greater Victoria, and travel and tourism is one of the fastest growing global economic sectors with an average annual growth rate of 5 per cent. This interactive session will provide tourism stakeholders and media with unparalleled insight into how TIAC and the CTC are working to sharpen Canada's global competitiveness and increase international visitation, particularly from the United States. This open forum will also provide a unique opportunity for participants to discuss their concerns with the presenters. Topics will include tourism marketing, border policy, air access, visa policy, and more.

There will be a rare opportunity to speak in-person with local and national tourism leaders and politicians in attendance. Media covering Canadian politics, business news, border policy, travel/tourism and the transportation sector will find the session of interest. More than 80 business operators, tourism marketers, travel industry employees, government stakeholders are expected to participate. Details below:

When: Wednesday, April 23

Time: 1 p.m. to 3:30 p.m.

Where: Coast Ballroom, Coast Victoria Harbourside Hotel, 146 Kingston Street

**Interviews available between noon and 1:00 p.m. on Wednesday, April 23*

Annual General Meeting & Awards Ceremony

As Tourism Victoria propels into the future, media are also invited to an afternoon event offering a balanced mix of business, information and celebration. On April 25, 2014, Tourism Victoria is honoured to celebrate two devoted and passionate members of the tourism industry in Greater Victoria through the 31st Annual Miracle Award and 2014 Life Member Award. This year's Miracle Award winner is Mr. David Roberts in his role as Chair of Attractions Victoria, and collaborative accomplishments and leadership in this capacity. The 2014 Life Member Award winner is Mr. Frank Bourree, Principal at Chemistry Consulting; a dedicated spokesperson and key influencer of tourism in Greater Victoria. The Annual General Meeting & Awards Ceremony will also include reports on 2013 and look forward into 2014 with addresses from Tourism Victoria's Board Chair Dave Cowen and new President & CEO Paul Nursey.



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Details below:

When: Friday, April 25

Time: 2 p.m. to 3:30 p.m. (Business meeting 2 to 3, Winners' Reception 3 to 3:30)

Where: West Harbour Ballroom - Harbour Towers, 345 Quebec Street

RSVP: Please RSVP [here](#)

About

The Greater Victoria Visitors & Convention Bureau (Tourism Victoria) is the official not-for-profit destination marketing organization that works in partnership with over 700 business members and municipalities in Greater Victoria and surrounding communities in British Columbia, Canada. Tourism Victoria's vision is to be internationally recognized as a leader in sustainable tourism development, ensuring Greater Victoria remains one of the top destinations in the world.

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MEDIA RSVP & CONTACT:

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