

June 1, 2018

## Tourism Victoria hosts Travel Media Association of Canada Conference

**VICTORIA, B.C.** – One hundred and eighty delegates from across Canada are in Victoria from May 27 – June 2 to attend the Travel Media Association of Canada (TMAC) Conference at the Victoria Conference Centre/Fairmont Empress. TMAC is a Canadian not-for profit association serving travel industry and media travel professionals.

“Hosting the TMAC Conference in 2018 is truly an honour for Tourism Victoria and our region” said Paul Nursey, President and CEO, Tourism Victoria. “Relationships are the backbone of any successful business, and tourism is no different. Travel media experts will go home from this conference and spread the word about Greater Victoria as a must-see destination.”

“As a destination Victoria has received accolades in worldwide publications in recent years” said Elizabeth Kerr, Executive Director of TMAC. “It has become a robust and international tourist destination. Considering this new attention to Victoria in the world of travel media it is timely that Victoria host TMAC.”

Conference delegates will participate in media marketplaces, professional development sessions and familiarization tours. Several tours were arranged in the first three days of the conference. These tours are grouped by theme, such as craft beer, indigenous culture and agriculture. Greater Victoria has a large and varied tourism product offering. These tours will allow conference delegates to experience a part of Victoria they might not have considered on their own.

Examples of accolades received by Victoria include placing second place in Conde Nast’s Readers’ Choice Top-20 Small Cities (Outside U.S.) list and placing in the top ten rising stars in the international meetings industry by Smart Meetings magazine. TMAC is an opportunity to showcase a destination that has experienced growth in recent years. The result of this growth has meant new product offerings and tourist experience that was not available in previous years. New direct flights have also increased access to the destination and brought more visitors to the destination. Hosting a travel media conference provides a platform to highlight what Greater Victoria has become and build upon the recent recognition in travel media publications.

Founded in 1994, TMAC represents Canada’s most professional and productive experts in the field of travel. The Association currently has almost 400 members – Canadian writers, photographers, videographers, bloggers and social media influencers, as well as highly respected representatives of the travel industry from around the world. The conference is an opportunity to exchange story ideas and keep up to date on skills, trends and techniques.

Further information on the TMAC conference: <https://www.travelmedia.ca/events/tmac-conference-2018>

**Tourism Victoria** (Greater Victoria Visitors and Convention Bureau) is our region’s official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

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