

November 23, 2018

Crystal Garden reaches tenth anniversary as event space

VICTORIA, B.C. – Destination Greater Victoria and the City of Victoria celebrated the tenth anniversary of Crystal Garden as Victoria Conference Centre event space. The historic and iconic building located at 713 Douglas St. has had many uses since it opened in 1925, but is used today to host meetings, events and conferences for visitors to Victoria from all over the world.

“Crystal Garden is a popular, well-utilized event space” said Paul Nurse, CEO of Destination Greater Victoria. “It is an integral component of our strategy for attracting meetings, events and conference business and is a major reason why we have seen 30 per cent growth year-to-date in the number of delegates this year over last year.”

“I am so pleased that the City had the foresight in 2007 to invest in this wonderful heritage building as an expansion space to the Victoria Conference Centre to attract international conferences to Victoria” said Lisa Helps, Mayor of Victoria. “Over the last decade the Crystal Garden has also become the choice venue for a number of signature community events and provides a fantastic experience for conference attendees year after year.”

Crystal Garden has housed several high-profile and reoccurring events. These include the 47th International Congress & Convention Association (ICCA) Congress & Exhibition, Union of BC Municipalities Convention, Out of Hand Craft Fair, Payne’s Marine Trade Show 2010 and Capital City Comic Con. Crystal Garden has hosted 295 events and 265,000 total attendees since converting to an event space.

Designed by Victoria architects Francis Rattenbury and Percy L. James, Crystal Garden opened as a salt-water pool in 1925. The pool remained the primary use of the facility until it closed in 1971. The building was dormant from 1971-1980. Beginning in 1980 the interior housed a tropical garden and conservation centre. In 2008 Victoria Conference Centre added Crystal Garden to its conference space offerings – making the Victoria Conference Centre the second-largest conference facility in British Columbia.

Confirmed hotel room nights generated by meetings, events or conferences at the Victoria Conference Centre surpassed the total for all of 2017 in September 2018 - 26,399 in 2017 to 26,872 for January to September 2018. This success means stable and predictable revenue for our accommodation sector and small- and medium-sized businesses in the region. The success is also the result of the strong partnership between Destination Greater Victoria, the City of Victoria, hotel partners and community stakeholders.

Destination Greater 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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