

September 27, 2022

Destination Greater Victoria releases sustainable tourism video to mark World Tourism Day

VICTORIA, B.C. – To celebrate World Tourism Day, Destination Greater Victoria with partners Zinc Media and Sustainable Tourism International have produced a documentary video to highlight the Greater Victoria visitor economy's sustainability programs and achievements. The documentary is part of a larger series produced by Zinc Media to showcase the ways tourism transforms places and communities.

Narrated by Synergy Enterprise's Founder and CEO Jill Doucette, the video features Greater Victoria businesses that have made sustainable practices core to their operations. These include The Parkside Hotel and Spa, Malahat Skywalk, Eagle Wing Whale and Wildlife Watching Tours, Harbour Air Group, Big Wheel Burger and Explore Songhees.

Sustainability has become integral to Destination Greater Victoria's operations as well. Initiatives include creating the IMPACT Sustainability Travel & Tourism Conference, establishing a Sustainability Committee within Destination Greater Victoria's governance structure, and achieving a Carbon Neutral designation from leading carbon management solutions company Offsetters (now Ostrom Climate).

Titled, 'Sustainable Travel: Where Next?', the series will consist of a series of short-form documentary films (three-to-four minutes), featuring insightful stories from the global travel and tourism sector showing how businesses and public entities are driving sustainable travel and protecting these precious destinations.

Quotes

"We have some amazing people in the Greater Victoria visitor economy. It was difficult picking just a handful of businesses and organizations to profile because there are so many doing great work around sustainable tourism. Our members are on the leading edge of sustainable tourism and this video is a great way to showcase that work. From hotels, restaurants, attractions and transportation providers, sustainable practices have not only become the norm due to the values of the community, but a selling feature for attracting visitors to the destination." – Paul Nursey, CEO – Destination Greater Victoria

"It was an honour to be involved in this project. I have worked with many organizations in Greater Victoria over the years, enhancing their sustainability practices and reducing their carbon footprint. Their efforts should be applauded. Entrepreneurs are always taking risks and incorporating sustainability into your operations can seem difficult at first, but as these leaders have shown you can successfully combine environmental and economic values. Congratulations to everyone on this wonderful video." – Jill Doucette, Founder and CEO – Synergy Enterprises

The video is on Destination Greater Victoria's YouTube channel here:

<https://www.youtube.com/watch?v=2sqUsRdrDxA>

World Tourism Day was established in 1980 by the United Nations World Tourism Organization. The purpose of this day is to raise awareness on the role of tourism within the international community and to demonstrate how it affects social, cultural, political, and economic values worldwide.

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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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