

Northwest Deuce Days Draws More Than 1,250 Registrants from Across North America to Victoria

Classic Cars were on parade during the four-day event, generating an estimated \$2.5 million in economic impact

July 18, 2022

VICTORIA, B.C. – On July 14, 2022, Northwest Deuce Days returned to Victoria, welcoming classic car owners and enthusiasts for four days. This sold-out event brought more than 1,250 vehicles and their owners to Victoria for a variety of activities around the region including the Poker Run and Sunday Spectator Show around the Legislature. The event was also supported by 150 volunteers. The theme of Northwest Deuce Days 2022 was a celebration of the 90th anniversary of the iconic 1932 Deuce.

The event saw strong attendance, attracting classic car owners from as far away as Bristol, Rhode Island. The centrepiece of this year's event was the 1932 Deuce, with more than 500 on display.

Using an industry-leading economic impact model which accounts for all in-market spending associated with the event, Destination Greater Victoria reports that the four-day event generated an estimated \$2.5 million in business sales locally, helped to support more than 600 local jobs, and contributed more than \$300,000 to taxes.

Northwest Deuce Days issues several awards each time it gathers. The list of 2022 award winners will be published on Destination Greater Victoria's social media channels in the coming days.

Northwest Deuce Days operates on a three-year cycle and will return to Victoria in 2025... we're already looking forward to it!

Quotes:

"Northwest Deuce Days is an important event for Greater Victoria, and we're so pleased that this year's event brought both high visitation and vibrant energy to our region. Our goal was to ensure that with the change in ownership, we maintained those great car club connections fostered by Al Clark and delivered a successful event that will see Deuce owners return to Victoria in 2025." – Paul Nursey, CEO – Destination Greater Victoria.

"I'm riding a wave of adrenaline right now, after a fantastic four days, several years in the making. The feedback from participants and spectators surpassed my expectations, and I am confident that we've laid the right groundwork for a successful 2025 event." – Jay Donovan, Event Organizer, Northwest Deuce Days 2022.

"Northwest Deuce Days is an event our entire team at Hotel Grand Pacific looks forward to. This year we welcomed more than 170 event guests to the hotel. This is always a fantastic group to host and we're grateful to be the official hotel of Northwest Deuce Days." – Reid James, General Manager, Hotel Grand Pacific.

DESTINATION GREATER
VICTORIA

“It’s so special welcoming the Northwest Deuce Days participants onto the Coho as they voyage from Port Angeles to Victoria for this amazing event. We have a lot of pride in the service we provide, and that is well matched by the pride these Deuce owners show in their vehicles” – Ryan Burles, President & CEO, Black Ball Ferry Line.

Photos:

A selection of event photos is available [via this Dropbox link](#). Photo credit goes to Northwest Deuce Days Official Photographer, Larry Pfister.

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.

Northwest Deuce Days has operated for 25 years. In 2021, ownership of the event transferred from long-time, founding organizer, Al Clark, to Destination Greater Victoria, with event organization transferring to Jay Donovan. Donovan, a well-known custom motorcycle builder, was also a volunteer with the last two Northwest Deuce Days.

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MEDIA CONTACT: Matthew Holme

Manager, Corporate Communications and Destination Management, Destination Greater Victoria

Cell: 778-871-2545

matthew.holme@tourismvictoria.com