

April 16, 2018

Keith Wells Announced as Executive Director, Sport Tourism

VICTORIA, B.C. – Tourism Victoria and the Greater Victoria Sport Tourism Commission have announced former television reporter and technology consultant Keith Wells as their new Executive Director, Sport Tourism. Wells brings 25 years of experience in sport, media, tourism and the technology fields to the role. He is also familiar with the sport landscape in Greater Victoria through volunteer work with the Pacific Institute for Sport Excellence (PISE), as well as national, provincial and multi-sport organizations.

“Keith brings a diverse skill set and many years of experience to this newly created position,” said Paul Nursey, President and CEO of Tourism Victoria. “He not only has a passion for sport and the Greater Victoria community, but his entrepreneurial success as founder of SendtoNews gives us the business acumen needed in a competitive sport hosting marketplace.”

“It is an honour to be named the very first Executive Director, Sport Tourism for the Greater Victoria Sport Tourism Commission,” said Keith Wells. “Greater Victoria has a proud history of excellence in sport competition and sport hosting. To lead an organization such as the Greater Victoria Sport Tourism Commission gives me a tremendous opportunity to build on this success.”

“Partnerships are really the key in delivering high-quality sporting events,” said CEO of PISE Robert Bettauer. “Keith’s pre-existing relationships in the Greater Victoria sport community with organizations such as PISE will provide a smooth transition from the great work of SportHost Victoria through Hugh MacDonald. Keith will be able to build on that foundation bringing an innovative style for attracting and hosting future sporting events.”

Wells was a sports anchor and reporter for over 20 years with television stations in Edmonton, Vancouver and Victoria before founding SendtoNews in 2008. He is the former President and Vice President – Content, Production and Innovation of SendtoNews, helping to build it into the number two sport video platform in the United States behind ESPN. Through SendtoNews, Wells has helped build partnerships with sport organizations around the world, holding exclusive content rights for organizations such as MLB, NFL and the NBA.

The Greater Victoria Sport Tourism Commission is the successor to SportHost Victoria. Following local sport stakeholder consultations, a new model incorporating sport hosting and tourism marketing was recommended in 2017 to better align organizational resources in Greater Victoria into one sport-focused entity. The Greater Victoria Sport Tourism Commission was announced on February 13, 2018 to succeed SportHost Victoria. It will be housed as a highly autonomous entity within the legal structure of Tourism Victoria.

One hundred major regional, provincial, national and international sporting events take place in Greater Victoria each year contributing \$117 million to the regional economy on an annual basis. Further information on the Greater Victoria Sport Tourism Commission can be found at: <https://www.tourismvictoria.com/sports>



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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