

Deborah Liske

From: Jodi Graham
Sent: November-01-18 11:58 AM
To: Deborah Liske
Subject: FW: Congratulatory Letter from Destination Greater Victoria *MAIL LOG
Attachments: Township of Esquimalt - Congratulatory Letter to Mayor and Council.pdf

Hi Deb ... for mail log.
Thanks,
jodi

Jodi Graham
Executive Assistant | Office of the Mayor & CAO
Tel: 1-250-414-7101

Form from CORPORATION OF THE TOWNSHIP OF ESQUIMALT with fields for information (CAO, Mayor/Council), a date stamp RECEIVED: NOV 01 2018, and a 'Referred:' section with handwritten 'Anja' and checkboxes for For Action, For Report, For Response, Council Agenda, COTW, and IC.

From: Matthew Holme [mailto:matthew.holme@tourismvictoria.com]
Sent: October-31-18 3:05 PM
To: Barb Desjardins; Jodi Graham
Subject: Congratulatory Letter from Destination Greater Victoria

Dear Mayor Desjardins and Council,
Attached is a letter from Destination Greater Victoria CEO Paul Nursey. If you have any questions feel free to reach out to me.

Thanks,

MATTHEW HOLME | Manager, Corporate Communications and Destination Management
DESTINATION GREATER VICTORIA
200 - 737 Yates Street | Victoria, BC | Canada V8W 1L6
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DESTINATION GREATER VICTORIA

October 31, 2018

Township of Esquimalt
1229 Esquimalt Rd.
Esquimalt, BC
V9A 3P1

RE: Congratulations on your election to Township of Esquimalt Council

Dear Mayor Desjardins and Council,

Congratulations on your election to council in the Township of Esquimalt on October 20, 2018. It is an honour to represent and advocate on behalf of your community. Greater Victoria is a vibrant and timeless place alive with rich history and natural beauty. The next four years will present many opportunities and challenges. The tourism industry will be fully engaged as local decision-makers move forward on community priorities.

Destination Victoria (Greater Victoria Visitors and Convention Bureau) is the official not-for-profit destination marketing organization working in partnership with more than 950 business members and municipalities in Greater Victoria. The organization is governed by a board of directors with representatives from government, non-profit and private sectors.

Since 2017 Destination Greater Victoria's responsibilities have broadened. A new Municipal and Regional District Tax agreement came into effect on January 1, 2017. Under the agreement, Destination Greater Victoria assumed leadership of the sales and marketing function of the Victoria Conference Centre from the City of Victoria. In February 2018 it was announced Destination Greater Victoria and SportHost Victoria would unite to form the Greater Victoria Sports Tourism Commission. This new body creates greater alignment between the tourism industry and sports community, allowing for greater coordination and efficiencies in the bidding process for sporting events. These initiatives create a foundation for Destination Greater Victoria to execute on its strategic plan, which include:

- 1) A focus on year-round tourism and addressing seasonality.
- 2) Addressing how sustainable tourism is core to our Mission and Vision.
- 3) Emphasizing the benefits for local small businesses. Tourism and hospitality are two of the few industries that cannot be outsourced and attract export revenue in a constructive manner.
- 4) Promoting the cultural exchange of the tourism industry and how it leads to opening of minds, dialogue and benefits – especially in the meetings, events and conferences business.

There have been many accolades for Greater Victoria in the past two years. Greater Victoria has been recognized by international travel publications as an outstanding destination. Our recent brand refresh in September is an effort to continue the momentum we have built in the tourism marketplace and reflect the destination that Greater Victoria has become. As the region grows and transforms, so must our marketing and advertising. Tourism is a significant economic driver in the region. The tourism industry in Greater Victoria employs over 22,000 people in and has an economic output of \$2.3 billion. Almost 2.6 million people visited Greater Victoria in 2017. We want to continue to build on this success – and do it in a sustainable manner.

DESTINATION GREATER VICTORIA

Mailing address: Suite 200 – 737 Yates Street, Victoria, B.C. Canada V8W 1L6 Tel: (250) 414-6999 Fax: (250) 361-9733
Visitor Centre: 812 Wharf Street, Victoria, B.C. Canada V8W 1T3 Tel: (250) 953-2033 Fax: (250) 382-6539
www.tourismvictoria.com

DESTINATION GREATER
VICTORIA

I would like to offer a briefing at your convenience on the state of the Greater Victoria tourism industry and the strategic direction of Destination Greater Victoria. This briefing could take the form of presentation to council or an informal meeting. Please contact Matthew Holme, Destination Greater Victoria's Manager, Corporate Communications and Destination Management at 250-414-6976 or matthew.holme@tourismvictoria.com.

Sincerely,



Paul Nursey
CEO – Destination Greater Victoria

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