

TOURISM VICTORIA

Marketing our favourite destination

October 15, 2014

His Worship Mayor Dean Fortin
City of Victoria
Via email to Christine Havelka: chavelka@victoria.ca

Re: Request to Speak at Governance and Priorities Committee Meeting October 23

Dear Mayor Fortin,

Please accept this letter as a formal request to speak at the Governance and Priorities Committee Meeting on October 23, 2014. Tourism Victoria would like to say a few remarks on the Market Sounding – Crystal Garden Leasing Opportunity process.

Tourism Victoria, the Victoria Conference Centre and the conference hotels are collaborating together like we never have before through the Victoria Conference Optimization Network. Together we have come together and developed a strategy and action plan on how to increase group business to Greater Victoria.

We are seeing an increase of RFPs and a shift to Corporate business in the marketplace, and with this comes customer expectations of space. Tourism Victoria is focused to grow aggressive in this market and the downtown core is perfect for Corporate business. We are excited about the recovering marketplace and healthy vibrant economy that shows Victoria is a good place to do business.

I would also like to speak to exploring the market conditions of international tourism and trade, which is relevant business context to the market test.

We support this prudent step of exploring the voracity of the marketplace for this space and thank you for your consideration of this request.

Sincerely,



Paul Nursey
President & CEO
Tourism Victoria

CC: Jason Johnson – City Manager, City of Victoria
Marianne Alto – Councillor, City of Victoria
Dave Cowen – Chair, Tourism Victoria Board of Directors
Jocelyn Jenkyns – General Manager, Victoria Conference Centre

GREATER VICTORIA VISITORS AND CONVENTION BUREAU

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