

September 1, 2016

**RE: Proposed Victoria Waterways Loop**

Tourism Victoria is happy to lend its support to the proposed Victoria Waterways Loop.

This inland and open-water passage winds its way through spectacular scenery. By providing numerous points of access, the Waterways Loop will encourage people to engage with many of our region's historic locations and commercial attractions.

An analysis of markets with potential travellers to Greater Victoria shows that 16 per cent cite opportunities for kayaking or canoeing as a travel motivator.

The Victoria Waterways Loop fits with our strategy of supporting opportunities for visitors to disperse throughout Greater Victoria. This is our future. We need customers to discover the abundance of experiences available as they deeply engage with our community.

The loop creates a new reason for people to experience a lesser travelled side of our destination, leading to more customers for retailers, restaurants and cafes along the loop, and another reason for visitors to extend their stay at accommodation properties

The Waterways Loop would be a "soft adventure," accessible to a wide range of abilities, and allow more people the chance to see beautiful scenery from the water — always a different perspective than on land.

Tourism Victoria has agreed to support the development of the Victoria Waterways Loop by helping create a professional marketing brief, and by providing a small but symbolic financial contribution.

Today's traveller looks to experience a wide variety of activities while on vacation. A kayaking and canoeing adventure would be a great addition to the experiences currently available.

Well executed, the Victoria Waterways Loop will offer an authentic, meaningful experience that engages people with the environment around them.

Sincerely,



Paul Nursey,  
President and CEO, Tourism Victoria