



DESTINATION GREATER  
**VICTORIA**

Destination Greater Victoria | Eventsforce

## Destination Greater Victoria chose Eventsforce as its event management platform, saving money and protecting its data

Victoria, Canada, is a one-of-a-kind vacation spot surrounded by the tranquil waters of the Salish Sea and the mighty coastal rainforests of Vancouver Island. The destination boasts boutique hotels, world-class attractions, and fresh farm-to-table dining.

With such a lavish lifestyle to entice travelers, [Destination Greater Victoria](#) has the mighty task of juggling the nearly four million visitors each year and the many planners who seek the seaside capital for meetings and events.

Because of the community's unique desirability to planners, the destination marketing organization (DMO) needed an in-house event management system to ensure planners faced no obstacles to saying YES to hosting their meetings and events.

### GOALS:

Destination Greater Victoria needed an events management system that would:

- Consolidate ticketing into one platform
- Protect and streamline data across platforms
- Integrate with [Simpleview CRM](#) to manage and protect data
- Automate tasks and save time



Eventsforce allowed us to consolidate event platforms, which saved us money. It also made the team more efficient since it was an easy-to-learn platform, not requiring a specialized administrator."



**PAUL NURSEY | CEO**  
Destination Greater Victoria



## CHALLENGES:

Destination Greater Victoria was using multiple platforms and processes (and having multiple problems doing so) for event management. The team relied on several third-party companies for events, but when one went out of business, all of the registration data was lost. Without the registration information, the DMO didn't know and couldn't provide refunds to those who had already purchased tickets.

With such a hurdle to overcome, the DMO needed an event management system that could help it start from scratch. The team needed something reliable, seamless, easy to use, and customer-centric. Enter Eventsforce.

## RESULTS:

Destination Greater Victoria saw financial savings by making Eventsforce its one events management system instead of paying multiple third-party companies that offered only piecemeal solutions.

Another significant result was an increase in staff productivity. Since attendees are automatically updated in Eventsforce and synced to Simpleview CRM, Destination Greater Victoria now saves time with the intuitive and seamless integration of the two platforms. Eventsforce will also create attendees in CRM events when an attendee purchases additional tickets — no extra work for the team.

### Destination Greater Victoria has reported the following results from using Eventsforce:

- All information, **all in one place**
- **Easily to onboard new employees** into the system
- **Intuitive** — the team was able to get up and running quickly
- **Data is safely stored** in Simpleview CRM
- The **Benefits Summary** helps show value to partners and stakeholders
- **Excellent customer service**



Eventsforce is great because it's easy to use — that's my favorite thing about it. Because it's so much work for a DMO to manage ticketing themselves, it's crucial to have it be very simple. We can use it across multiple platforms, and I don't need to train additional staff on the integrations. It's a good product, and I would recommend it to everyone."

**PAUL NURSEY | CEO**  
Destination Greater Victoria



Interested in finding out how Eventsforce powered by Simpleview can empower your DMO? Email us at [info@eventsforce.com](mailto:info@eventsforce.com) or call us at 520-575-1151 (US) or +44 7939.241.901 (UK).