

November 18, 2014

## Royal BC Museum declared best museum in Canada

**VICTORIA, BC** – TripAdvisor.ca reviewers have declared the Royal BC Museum Number 1 in a list of the Top 10 Museums in Canada for 2014.

Along with this honour comes the continued declaration of the Royal BC Museum as a Travellers' **Choice™ Winner**, a title the museum and archives has held proudly for many years now.

Both awards honour top attractions worldwide based on millions of valuable reviews and opinions from TripAdvisor travellers.

**“It truly is an honour to receive this praise, especially knowing it comes not from a panel of experts or a single voice, but from the thousands of visitors who have come to the Royal BC Museum and have enjoyed their time here enough to tell others,”** said Dr Scott Cooper, Vice President, Exhibitions Innovation. **“We thank them all for their ongoing support and their kind words on TripAdvisor.”**

Every year the Royal BC Museum welcomes almost a million visitors to its Victoria, BC site (and another two million online). According to visitors surveyed in August 2014, 33 per cent said the primary reason they came to Victoria was to see the **museum and archive’s major** exhibition for 2014, *Vikings*. Furthermore, 48 per cent of summer visitors were from out-of-province.

The Royal BC Museum would like to thank its visitors for providing feedback, singing our praises and rating us so highly on TripAdvisor.ca.

**“TripAdvisor travellers have helped identify some of the best attractions around the globe,”** said Barbara Messing, chief marketing officer for TripAdvisor. **“These award-winning attractions are an ideal starting point for taking in the world’s must-see sights.”**

You can continue to provide us with your perspective online, or at the Royal BC Museum while your visit is still fresh in your mind. Comment cards are available at our box office or coat check.

**The complete list of 2014 Travellers’ Choice Attraction winners can be found at:**  
<http://www.tripadvisor.ca/TravelersChoice-Attractions>.

### About the Royal BC Museum

**The Royal BC Museum explores the province’s human history and natural history, advances new knowledge and understanding of BC, and provides a dynamic forum for discussion and a place for reflection. The museum and archives celebrate culture and history, telling the stories of BC in ways that enlighten, stimulate and inspire. Looking to the future, by 2017 the Royal BC Museum will be a refreshed, modern museum, extending its reach far beyond Victoria as a world-class cultural venue and repository of digital treasures.**

- 30 -

### Media contact:

Royal BC Museum Media Inquiries  
250-387-3207

[news@royalbcmuseum.bc.ca](mailto:news@royalbcmuseum.bc.ca)

 [@RoyalBCMuseum](https://twitter.com/RoyalBCMuseum)