



Victoria Ranks #5 in World for Small Cities with Big Opportunities

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For Immediate Release

VICTORIA, BC — Global media company *Monocle* have released their 2021 Small Cities Index, with Victoria ranked 5th in the world, up from 16th last year. The index is a detailed ranking of the world's 25 best urban spots for opportunities in 2021.

"It's thrilling to be ranked as one of the top small cities in the world," said Mayor Lisa Helps. "Victoria is clearly seen globally as a city of economic opportunity, diversity and a very high quality of life. With *Victoria 3.0*, our 20-year action plan to build an inclusive and prosperous economy, and with a continued commitment to investing in quality of life infrastructure, we hope to maintain our position in the top 10 in the years to come."

The index highlights the City's new youth bus pass program, strong transportation networks, including the growing All Ages and Abilities bike lanes, and our diversified economy that is helping the business community stay afloat during the downturn in tourism in 2020.

"Victoria is at the heart of a vibrant South Island region. Our city has made an effort over the last few years to diversify our economy, especially in our ocean research and technology sectors, drawing new talent and energy into our region," said Bruce Williams, CEO, Greater Victoria Chamber of Commerce. "Despite the recent challenges of the pandemic, this recognition reinforces the fact that we continue to be one of the most desirable places to live and work in the world."

"Some might be surprised that our region would make such an esteemed list of the world's top small cities, but those of us who live and work here are not," said Emilie de Rosenroll, CEO, South Island Prosperity Partnership. "The strengths that *Monocle* recognized — our proximity to nature, family-friendly infrastructure and relative remoteness while still being hyper-connected to the world — are the same reasons we hear from entrepreneurs and newcomers alike for why they chose to live and do business here. Despite COVID-19 and its impacts on us, there are a number of stars starting to align for this region and its future is bright."

Since 2007, *Monocle* magazine has provided a briefing on global affairs, business, culture, design and more. This year's Small City Index reveals the small cities that offer enticing lifestyles, including rich cultural life, varied career paths and progressive planning alongside plenty of green space to enjoy.

For more information: <https://monocle.com/magazine/the-forecast/2021/bright-lights-small-city/>

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