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Royal BC Museum declared best in Canada by TripAdvisor for second year running

VICTORIA, BC – For the second year in a row, reviewers on TripAdvisor.ca have picked the Royal BC Museum as the best museum in Canada, topping a 2015 list that also includes the Museum of Anthropology in Vancouver and the Royal Ontario Museum.

It was announced today that the Royal BC Museum is recognized as the overall winner in **the 2015 TripAdvisor Travellers' Choice awards for museums in Canada**. TripAdvisor has highlighted the top museums based on the quantity and quality of reviews and ratings for museums, gathered over a 12-month period.

"To be declared the best museum in Canada for a second year in a row is obviously a huge honour for us and we're truly delighted," said Dr Scott Cooper, Vice President of Collections, Knowledge and Engagement. **"And to know the accolade really comes from our visitors, and not by jury, makes it all the more meaningful."**

Every year the Royal BC Museum welcomes almost a million visitors to its Victoria, British Columbia location (and another two million online). According to visitors surveyed in August 2015, 56 per cent said the museum was a factor in their decision to come to Victoria. Furthermore, 47 per cent of summer visitors were from out-of-province.

Through reviews on TripAdvisor.ca, visitors have shown particular appreciation for the **Royal BC Museum's natural history dioramas, First Nations galleries,** temporary exhibitions (including this summer's *Gold Rush! El Dorado in BC*) and exceptional customer service.

"Honouring nearly 600 institutions worldwide, the Travellers' Choice awards have recognized the favourite museums that serve as cultural treasure troves for our community of millions," said Barbara Messing, chief marketing officer for TripAdvisor. **"These world-class museums provide an enriching experience that can be both inspiring and educational for travellers around the globe."**

Visitors can continue to provide the Royal BC Museum with their perspective online at TripAdvisor.ca, or at the Royal BC Museum box office via comment cards.

The complete list of 2014 Travellers' Choice Attraction winners can be found at: <http://www.tripadvisor.ca/TravelersChoice-Museums-cTop-g153339>.

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.

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