



THE SUPERIOR INN

HOTEL & CONFERENCE CENTRE

Gichigami

FOR IMMEDIATE RELEASE

The Victoria Inn Hotel and Conference Centre Unveils a Proud New Name

Thunder Bay, ON - April 23, 2024 - The Victoria Inn Hotel and Conference Centre, a beloved fixture in Thunder Bay, ON, is thrilled to announce its transformation into:

The Superior Inn Hotel and Conference Centre.

The Superior Inn Hotel and Conference Centre is embarking on an exciting journey of rebranding, driven by a desire to better align with the unique geographical and indigenous heritage of Thunder Bay. The decision to embrace the name change stems from a deep-rooted connection to Lake Superior, a defining feature of the region's landscape and history. As a tribute to the indigenous heritage of the area, and to our owners, the Ojibwe word "gichigami," meaning "great sea" or "great water," will be prominently and proudly featured alongside the name.

In April 2023, the Michipicoten First Nation, Naicatchewenin First Nation and the Morris Group joined together to form the Naagaaniyang Limited Partnership to purchase the Victoria Inn, in a milestone acquisition that will benefit the two First Nations for years to come.

While the name changes, the hotel's dedication to providing exceptional service and experiences remains unwavering. The management and staff are excited to embark on this transformative journey and look forward to welcoming guests, both familiar and new to The Superior Inn Hotel and Conference Centre.

Globex Management is proud to provide hotel management services for The Superior Inn Hotel and Conference Centre.

For inquiries, please contact:

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