

## STARR MCMICHAEL AND JOHN WILSON TO BE HONOURED FOR CONTRIBUTIONS TO THE GREATER VICTORIA VISITOR ECONOMY

**VICTORIA, B.C. (April 19, 2023)** – Two outstanding individuals will receive awards from Destination Greater Victoria for their significant contributions to the Greater Victoria visitor economy. The awards will be presented at the Destination Greater Victoria Annual General Meeting on Friday, April 28, 2023.

- Starr McMichael – Owner, Starrboard Enterprises Inc., is the recipient of the Life Member Award for 2023.
- John Wilson – President and CEO of The Wilson’s Group of Companies, is the recipient of the Miracle Award.

“This year’s awards recipients are passionate community leaders with a desire to give back and support sustainable tourism growth in our community and beyond,” said Paul Nursey, CEO of Destination Greater Victoria. “Congratulations to both Starr and John for their achievements. They have made significant contributions to Greater Victoria’s visitor economy.”

Starr has led a successful career as an executive vice president/owner/managing partner in the marine hospitality, tourism, food and beverage, and event management industries. She has had a rich volunteer life and has been a member of many boards and committees over the span of the last three decades.

“I am humbled and deeply grateful to receive this award,” said Starr McMichael, owner of Starrboard Enterprises Inc. “Through my work with IMPACT Sustainability Travel & Tourism and other projects, I have been given the opportunity to make a positive difference in the world. It is a privilege to work with stakeholders and communities from around the globe who share the same commitment to sustainable and regenerative tourism.”

Starr currently chooses to consult on projects that fall under the umbrella of contribution to a greater good for our communities. She is especially passionate about assisting, wherever possible, the inception and growth of tourism related Indigenous businesses combined with a desire to make a beneficial impact on the health of our planet.

The Wilson’s Group of Companies has been an active member of the Greater Victoria business and tourism community for over 40 years. Born and raised in Victoria with a passion for his hometown, John has become well-known as an active community leader, philanthropist, sponsor and endorser of Vancouver Island sports teams and athletics. The Wilson’s Group is passionate about the communities in which they do business and want to see them thrive for future generations.

“The Wilson’s Group of Companies is a Victoria family success story,” said John Wilson, President and CEO of The Wilson’s Group of Companies. “What began as a small operation with one delivery truck in 1962 has grown to be one of the largest motor coach and ground transportation companies in British Columbia. Providing an exceptional customer experience and giving back to our community underpins everything we do. Thank you to Destination Greater Victoria for maintaining a commitment to promoting a successful visitor economy by supporting local businesses. It is an honour to be recognized by the Board and executives of DGV, as well as my peers.”

**About Destination Greater Victoria Awards:**

The **Life Member Award** recognizes an individual's exceptional contributions to Tourism Victoria, the tourism industry, and the Greater Victoria community.

The **Miracle Award** recognizes an outstanding individual or group that has shown leadership in the development of the tourism industry in Greater Victoria.

**Destination Greater Victoria** (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

For more information, visit the Destination Greater Victoria [website](#).

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