TOURISM VICTORIA

Marketing our favourite destination

APRIL 30, 2012
FOR IMMEDIATE RELEASE

TOURISM VICTORIA HONOURS INDUSTRY LEADERS AT ANNUAL GENERAL MEETING & AWARDS CEREMONY

Victoria, B.C. – At Tourism Victoria's 2011 Annual General Meeting & Awards Ceremony on April 30, 2012, two tourism industry supporters were recognized for their outstanding contributions to the community and development of tourism in Greater Victoria through the 29th Annual Miracle Award and 2012 Life Member Award.

The Miracle Award winner is Clipper Navigation Inc. The Victoria Clipper's maiden sailing was on July 1, 1986 and the company has continued with daily year round service for over 25 years, accommodating over 7 million customers. Clipper employs up to 150 staff and crew on a year round basis and many of the employees have been with the company over 10 years. The Miracle Award was established in 1982 to award an outstanding individual or group who has shown leadership in the development of Greater Victoria's tourism industry.

The Life Member Award recipient is Mr. Keith Dagg of Keith Dagg Communications. Mr. Dagg has been instrumental in the development of sports and event tourism in Greater Victoria. He was Chair of the 2005 Ford World Curling Championship, a founding Director of the Vancouver Island Open Golf Society and continues as a Director operating the $200,000 Times Colonist Islands Savings Open Golf Tournament. Keith is also Chair of the Victoria Curling Legacy Foundation and Director on the TELUS Community Board among other prestigious and community oriented organizations. The Life Member Award recognizes an individual's exceptional contributions to Tourism Victoria.

"The Victoria Clippers is a vital link for U.S. vitiation and package sales," says Rob Gialloreto, President & CEO of Tourism Victoria. "The work they do is a massive part of increasing and sustaining vitiation to Victoria. They truly deserve Tourism Victoria's Miracle Award."

Gialloreto also remarks: "Keith Dagg's storied career has made a significant positive difference, not only for tourism, but for our community in general. Whether it was through the broadcast media, sales and marketing or bringing world class events to our capital city, Keith has done it all effectively and with class. We are honoured to have him as a Life Member."

A yearly event recognizing the past year's organizational and fiscal accomplishments, the 2011 Annual General Meeting featured "late night show" like interviews with President & CEO Rob Gialloreto entertaining the audience while updating the industry on everything tourism in Greater Victoria with guests Stephen Pearce of Tourism Vancouver, Earl Wilde of Victoria Regent Waterfront Hotel & Suites and Jack Lohman of the Royal BC Museum. Chair Deirdre Campbell revealed to the members the Annual Report of 2011 and presented the Miracle Award while Director David Hahn presented the Life Member Award.

About Tourism Victoria
Tourism Victoria is the official not-for-profit tourism industry association responsible for the development and promotion of tourism in Greater Victoria. Working closely with local industry, the organization ensures the prosperity and continued long-term growth of the nearly $1 billion industry. With over 700 business members, local municipalities, surrounding communities of Vancouver Island, British Columbia and Canada, Tourism Victoria works to showcase the destination and service visitor needs.

TOURISM VICTORIA

Marketing our favourite destination

MEDIA CONTACT:
Amber Bonner
Executive Assistant
Tourism Victoria
250-414-6976 Direct
250-661-4649 Cell
amber.bonner@tourismvictoria.com