



TRINA WHITE

General Manager, The Parkside Hotel & Spa

Tourism & Hospitality Management Associate Professor (specializing in sustainability), Royal Roads University

Member, Destination Greater Victoria Sustainability Committee

A seasoned hotelier with over 20 years of experience—including 18 years in management positions—Trina White wears many hats in the community and beyond.

Trina joined The Parkside Hotel & Spa as opening general manager in 2009. Her leadership style is all about collaboration and team building with a direct focus on sustainability in the workplace. From maintaining a perfect Green Key Global rating of five since 2009 to tracking The Parkside's carbon footprint starting in 2016, Trina has spearheaded further achievement of green level rankings, receiving the Vancouver Island Green Business Certificate and continued Ostrom Climate Carbon Neutral Certification since 2018. These achievements and designations are now a standard for The Parkside Hotel.

With strong attention to the community, Trina has focused on the steps to reconciliation with the Songhees Nation. The Parkside Hotel & Spa was the first hotel in Greater Victoria to sign a Memorandum of Reconciliation (MOR), becoming friends with the Songhees in 2021. Trina is also committed to fostering a work environment focused on intercultural competency, providing a racially inclusive and welcoming space.

Known for her commitment to integrating environmental practices into everyday business, she champions sustainability locally and provincially and was instrumental in co-creating a green committee within the Hotel Association of Greater Victoria in 2018. She currently sits on the Destination Greater Victoria Sustainability Committee, leading sustainable efforts for the destination. As an associate professor at Royal Roads University, she helps shape tomorrow's leaders, teaching the theory of sustainability.

Prior to joining The Parkside Hotel & Spa, Trina worked at independently owned and operated Brentwood Bay Lodge & Spa, and with such notable Canadian brands as Sandman Hotel Group and Delta Hotels.

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810 Humboldt Street, Victoria BC V8V 5B1

www.parksidevictoria.com/

+1 250-940-1200