



## MEET GENERAL MANAGER TRINA WHITE

**Victoria, BC** – Trina White is a hospitality leader with more than 25 years of experience driving excellence and innovation in the industry. She joined The Parkside Hotel & Spa as its opening General Manager in 2009, where her collaborative, people-first leadership style has shaped a strong workplace culture with sustainability at its core. Under her guidance, The Parkside has been tracking its carbon footprint since 2016, achieved Biosphere Certification in 2022, and maintained Ostrom Climate Carbon Neutral certification since 2019. These commitments are now embedded as operational standards at the property.

Recognized for her leadership and commitment to sustainability, White was named the 2023 Hotelier of the Year by the BC Hotel Association, and, most recently, received The IMPACT Award at the 2026 IMPACT Sustainability Travel & Tourism Summit for her outstanding efforts in sustainable tourism and environmental stewardship. White was instrumental in co-creating the sustainability committee within the Hotel Association of Greater Victoria in 2018 and currently serves as Vice Chair of the Destination Greater Victoria Board of Directors, as well as Chair of the Finance and Membership Committee and Vice Chair of the Sustainability Committee. For the past several years, she has volunteered as a business coach with Project Zero and the Decade of Action, supporting start-ups focused on the circular economy and the United Nations Sustainable Development Goals. White is also deeply committed to community and reconciliation, leading The Parkside Hotel & Spa to align policies with Indigenous values and reconciliation principles, while fostering an inclusive and culturally welcoming workplace.

White holds a Master of Arts in Tourism Management from Royal Roads University, where she is currently an Associate Professor, helping to shape future leaders through sustainability-focused education. White received the Founders' Award for exemplifying leadership, sustainability, and personal development, as well as the 2025 Kelly Outstanding Teaching Award. Prior to joining The Parkside, White held leadership roles with Brentwood Bay Resort, Sandman Hotel Group, and Delta Hotels.

Through her work in hospitality, education, and community, White is committed to advancing sustainability while helping shape a more resilient and responsible future for British Columbia's tourism sector.

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### **ABOUT THE PARKSIDE HOTEL & SPA**

Located in the heart of Victoria, British Columbia, The Parkside Hotel & Spa combines urban sophistication with the serenity of a Pacific Northwest retreat. As Canada's first member of the Beyond Green global portfolio of hotels, The Parkside proudly upholds its foundational mission to

sustainability, achieving carbon neutrality in its operations. This all-suite hotel provides guests with a luxurious home away from home, featuring spacious accommodations, modern amenities, and versatile meeting and event spaces. Guests can rejuvenate at The Parkside Spa, complete with an indoor pool, hot tub, and fitness center, savour local flavours at Tre Fantastico Bistro, or relax on the stunning rooftop patio complete with gathering spaces and cozy firepits. With Victoria's vibrant attractions just steps away, The Parkside Hotel & Spa provides an unforgettable experience for business and leisure travellers alike, blending exceptional service with a distinctly West Coast vibe. Learn more at [www.parksidevictoria.com](http://www.parksidevictoria.com).

#### **ABOUT BEYOND GREEN**

Beyond Green is a global community of bold leaders advancing sustainable travel. Operated by Preferred Travel Group, the brand includes Beyond Green Hotels, a portfolio of rigorously vetted member hotels, resorts, lodges, and unique accommodations evaluated against more than 100 sustainability indicators aligned with global best practices and the United Nations Sustainable Development Goals, and Beyond Green Consulting, which provides strategic advisory services to destinations, hospitality brands, and mission-aligned organizations to build sustainability strategies, strengthen storytelling, and design impactful travel experiences. By fostering a culture of bold leadership, collaboration, and shared learning, Beyond Green empowers travelers and industry stakeholders to make informed choices that benefit both people and the planet. For more information, visit [www.StayBeyondGreen.com](http://www.StayBeyondGreen.com).

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