



### MEET GENERAL MANAGER TRINA WHITE

**Victoria, BC** – A seasoned hotelier with over 20 years of experience, in 2023, Trina White was recognized for her positive impact in hospitality, the community and beyond, named Hotelier of the Year by The BC Hotel Association.

White 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, White has spearheaded further achievement of green level rankings, receiving Ostrom Carbon Neutrality Certification in 2020 and the Vancouver Island Green Business Certificate in 2022. These achievements and designations are now a standard for The Parkside Hotel.

With strong attention to community, in 2021, White began steps to reconciliation with the Songhees Nation on behalf of The Parkside Hotel & Spa, the first hotel in Greater Victoria to work towards signing a Memorandum of Reconciliation (MOR), becoming friends with the Songhees. In 2024, the hotels Climate Contribution Fee (Eco Fee) was adjusted to include additional funds directly supporting the Indigenous Tourism Association of Canada. White is also committed to fostering a work environment focused on intercultural competency, providing an 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 co-chairs the Destination Greater Victoria Sustainability Committee and is an active board member. As an associate professor at Royal Roads University, she helps shape tomorrow's leaders, teaching the theory of sustainability. White is also a business coach, helping mentees to develop their business model, overcome hurdles, provide moral support and more, for the Project Zero Incubator Program.

Prior to joining The Parkside Hotel & Spa, White 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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### **ABOUT THE PARKSIDE HOTEL & SPA**

The Parkside Hotel & Spa is committed to supporting a sustainable urban lifestyle, exploring, and adopting more sustainable practices to enhance the guest experience and ensuring the operation is treading as lightly as possible on the environment.

As a climate-positive, all-suite hotel, accommodations at The Parkside feature fully equipped kitchens and kitchenettes, washers and dryers, private balconies, gas fireplaces, separate sleeping areas and plenty of space to relax and unwind.

Amenities include various meeting and event spaces, a wellness centre (featuring an onsite spa, 25-metre indoor pool, hot tub, and fitness centre), a private movie theatre, a rooftop patio with fire pits, along with Tre Fantastico Bistro. Uniquely Parkside—and fondly referred to as the heart of the hotel—the atrium is home to hundreds of plant species and koi.

The Parkside Hotel & Spa is a member of the Beyond Green collection. Learn more by visiting <https://www.parksidevictoria.com>.

### **ABOUT BEYOND GREEN**

Guided by a passion to embrace travel as a force for good, Beyond Green is a global portfolio of planet earth's most sustainable hotels that represent sustainability leadership based upon action and impact. Offering travellers a more intuitive way to find and book authentic, conscious hotel experiences, each of Beyond Green's member properties is required to adhere to more than 50 sustainability indicators that align with global sustainable tourism standards and the United Nations Sustainable Development Goals, all while delivering an exceptional guest experience. To learn more about Beyond Green and how the brand's member properties are working to protect biodiversity, celebrate cultural heritage, and improve local people's livelihoods in destinations around the world, visit [www.StayBeyondGreen.com](http://www.StayBeyondGreen.com).

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