

April 29, 2019

Deirdre Campbell and Paul Hadfield honoured for contributions to Greater Victoria visitor economy

VICTORIA, B.C. – Two outstanding individuals have received awards from Destination Greater Victoria. Deirdre Campbell and Paul Hadfield have made significant contributions to the Greater Victoria visitor economy and were presented with their awards at the Destination Greater Victoria Annual General Meeting on Friday, April 26.

- Deirdre Campbell – Managing Director, Beattie Tartan Canada, is the recipient of the Miracle Award for 2019.
- Paul Hadfield, Owner and Publican, Spinnakers Gastro Brewpub & Guesthouses, is the recipient of the Life Member Award.

“This year’s awards recipients have made sustained and significant contributions to tourism in our community,” said Paul Nursey, CEO – Destination Greater Victoria. “Deirdre has volunteered countless hours to both Destination Greater Victoria and the community, promoting healthy and sustainable tourism. Paul owns a landmark establishment that has catalyzed the craft beer industry into the success it is today. Congratulations to both Deirdre and Paul on their amazing achievements.”

As Managing Partner, Beattie Tartan Canada, Deirdre Campbell leads one of the world’s most successful integrated communications consultancies offering public relations, advertising, social and creative digital services. She has overseen the expansion of Beattie Tartan across Canada to offices in Vancouver, Calgary and Toronto. Deirdre has served on the board of Tourism Victoria (the former trading name of Destination Greater Victoria) including two years as Chair. She was also a founding director of the Global Ecotourism Network and is on the board of the South Island Prosperity Project.

“Since my early days starting as a PR coordinator at the Fairmont Empress to now leading an amazing team of PR professionals across the country, representing and championing Victoria is a constant joy,” said Campbell. “As I travel around the world people say how lucky I am to live in such a beautiful place but I tell them the real beauty comes from the remarkable people who live and work here, and are striving every day to lead the world by example.”

Paul Hadfield is an architect by profession, but his career took an unexpected turn in 1982 when he became a directing partner in Spinnakers. Spinnakers has grown from a 65-seat brewpub into a bustling restaurant, taproom, bakery and deli, with three onsite guesthouses, and two private liquor stores specializing in artisan and craft wines, beers and spirits. Paul has been involved with many industry and community organizations working to further the cause of eating and drinking “local.” These organizations include Tourism Victoria, of which he is a former member of the board.

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"Craft beer, tourism and the community of Greater Victoria have been passions of mine for many years," said Hadfield. "Destination Greater Victoria is a leading, innovative organization committed to a successful visitor economy as well as promoting local small businesses. To be recognized for my contributions by the board and executive of Destination Greater Victoria, as well as my peers, is truly an honour."

About Destination Greater Victoria Awards:

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

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

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.

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MEDIA CONTACT: Matthew Holme

Manager of Corporate Communications and Destination Management, Destination Greater Victoria

250 818-7846 or 250 414-6976

matthew.holme@tourismvictoria.com

DESTINATION GREATER VICTORIA

Mailing address: Suite 200 – 737 Yates Street, Victoria, B.C. Canada V8W 1L6 Tel: (250) 414-6999 Fax: (250) 361-9733

Visitor Centre: 812 Wharf Street, Victoria, B.C. Canada V8W 1T3 Tel: (250) 953-2033 Fax: (250) 382-6539

www.tourismvictoria.com