



CHARLAYNE THORNTON-JOE AND GEOFF DICKSON TO BE HONOURED FOR CONTRIBUTIONS TO THE GREATER VICTORIA VISITOR ECONOMY

VICTORIA, B.C. (April 23, 2024) – Two outstanding individuals will receive awards from Destination Greater Victoria for their significant contributions to the Greater Victoria visitor economy. The awards will be presented at the Destination Greater Victoria Annual General Meeting on Friday, April 26, 2024.

- Charlayne Thornton-Joe is the recipient of the Miracle Award.
- Geoff Dickson is the recipient of the Life Member Award.

"This year's award recipients embody the spirit of excellence and dedication in shaping Greater Victoria's tourism landscape," said Paul Nursey, CEO of Destination Greater Victoria. "Their visionary leadership has significantly contributed to our community's growth and success. Congratulations to Charlayne and Geoff for their achievements."

Charlayne Thornton-Joe is a third-generation Victorian who has spent her career serving others, whether it's customers in the hospitality industry, or the Greater Victoria community. She held roles at Laurel Point Inn, Oak Bay Marina and Dunsmuir Lodge and then served on Victoria City Council for 20 years, starting in 2002. Through her work, Thornton-Joe has brought Chinatown and the tourism industry closer together.

During her time on Council, Thornton-Joe was involved in many events and projects that added vibrancy to the region including Canada Day celebrations and the development of murals and statues in Chinatown. Her last project before retiring from Council was the zodiac animals across Government Street at Fisgard. She continues to spearhead an annual Chinatown Scrub Up Day during Asian Heritage Month to ensure our Chinatown—the oldest in Canada—is clean and welcoming to both locals and visitors.

In 2022, Thornton-Joe was contracted to run the new Chinese Canadian Museum—Fan Tan Alley Exhibit as the Visitor Experience and Facilities Coordinator, and now works with more than 40 volunteers who are as passionate about Chinese history and culture as she is.

A tireless volunteer, Thornton-Joe has served on several boards including Victoria Women's Transition House, the Inter-Cultural Association of Greater Victoria, the Aboriginal Coalition to End Homelessness, the Chinese Consolidated Benevolent Association, and the Victoria Chinatown Lioness Lions Club, serving four terms as President.

"I acknowledge that nothing is ever done by one person alone, so I share this with all those who have been there and continue to be there to support me, encourage me and work along side me," said Thornton-Joe. "To have my name listed with many who I know and admire is truly an honour."

Geoff Dickson served as President and Chief Executive Officer of Victoria International Airport from January 2011 until his retirement in October 2023. During his tenure, YYJ was one of the fastest growing airports in the country and received international recognition for service quality, environmental stewardship, and financial management.

“Victoria International Airport often serves as the first and last impression for visitors to the region. It is a facilitator for overall economic growth and a vital contributor to the success of tourism in Greater Victoria. I am extremely proud of all those who have helped build and operate such a wonderful airport,” said Dickson.

Dickson began his career with Canadian Airlines where he ultimately led the international marketing team in the development of the airline’s global network. He returned home to Victoria to join BC Ferries as Vice President of Marketing and Business Development overseeing all aspects of their commercial operations and vessel design.

“Having the opportunity to return home to Victoria and contribute to the growth of tourism has been a privilege,” he adds. “I have worked with so many outstanding individuals in the tourism industry all with the same vision of building our visitor economy in a sustainable manner. Destination Greater Victoria is truly a leader in tourism marketing in Canada and I am extremely honoured and grateful for this recognition.”

Dickson is a past member of Destination Greater Victoria’s Board of Directors and advisory Committees, and the Canadian Airports Council Policy Board. He currently serves as DGV’s representative on the Greater Victoria Harbour Authority Board of Directors.

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 Destination Greater Victoria, the tourism industry, and the Greater Victoria community.

Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) has proudly served as our region's official, not-for-profit destination marketing and management organization for half a century. As we celebrate our 50th anniversary in 2024, we continue to work hand-in-hand with nearly 1,000 businesses and municipalities in Greater Victoria to promote, enhance, and manage our vibrant destination. We look forward to another 50 years of supporting the visitor economy that brings vitality to our region. For more information, visit the Destination Greater Victoria [website](#).

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