

# DESTINATION GREATER VICTORIA

## DESTINATION GREATER VICTORIA HONOURS REID JAMES AND ROBERT BETTAUER WITH 2026 TOURISM AWARDS

**Victoria, B.C. (April 29, 2026)** – Destination Greater Victoria (DGV) recognized two long-standing leaders in the region’s visitor economy last week, presenting its 2026 Miracle Award to Reid James and its 2026 Life Member Award to Robert Bettauer. The awards were presented Friday, April 24, in front of members, colleagues, industry stakeholders, and friends and family.

The Miracle Award was established in 1982 to award an outstanding individual or group who has shown leadership in the development of tourism in Greater Victoria. This year’s recipient, Reid James, was honoured for his decades of leadership and service within Greater Victoria’s hospitality sector.

From his early career in hotel operations and sales to his long-standing leadership at the Hotel Grand Pacific, James has played an important role in shaping Victoria’s hotel landscape. He is widely respected for mentoring future leaders and for his commitment to strengthening the industry through service on numerous boards and associations. He has served on the boards of Destination Greater Victoria, the Victoria Hotel Destination Marketing Association, the BC Hotel Association, and served as chair of the Hotel Association of Greater Victoria for eight years.

James’ leadership was influential in modernizing the relationship with the City of Victoria, paving the way for DGV’s future success. He was among the key hotel leaders who supported Destination Greater Victoria becoming the eligible entity for the Municipal and Regional District Tax, as well as taking on leadership of sales and marketing for the Victoria Conference Centre.

Destination Greater Victoria also recognized Robert Bettauer as the recipient of its 2026 Life Member Award, one of the organization’s most prestigious distinctions. The award honours an outstanding individual for their sustained contributions to the tourism industry and community, as well as the work of Destination Greater Victoria.

Bettauer brings decades of senior sport leadership experience in Canada and has served as CEO of the Pacific Institute for Sport Education since 2010. He was the inaugural chair of the Greater Victoria Sport Tourism Commission and continues to hold the role. His previous roles include president and CEO of the Canadian Sport Centre Ontario and director of tennis development for Tennis Canada.

A nationally accomplished athlete, Bettauer has won multiple Canadian men’s masters tennis titles and was named to Canada’s 2026 National 70+ team competing at the ITF Senior World Tennis Championships. He is also an ongoing tennis analyst for Sportsnet. Through his leadership across sport, education and tourism, he has played a key role in strengthening the connection between sport, major events and tourism, helping advance sport tourism as an important driver of Greater Victoria’s visitor economy.

“Both Reid and Robert exemplify the leadership, collaboration and long-term commitment that have helped shape Greater Victoria as a destination,” said Paul Nursey, CEO of Destination Greater Victoria. “Their contributions have left a meaningful legacy for our industry and our community.”

**About Destination Greater Victoria:** Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region’s official, not-for-profit destination marketing and management organization working in partnership with approximately 950 businesses and municipalities in Greater Victoria. For more information, visit the Destination Greater Victoria [website](#).



*L-R: Reid James, recipient of Destination Greater Victoria's 2026 Miracle Award, pictured with David Gudgel, chair of the board of Destination Greater Victoria.*



*L-R: Robert Bettauer, recipient of Destination Greater Victoria's 2026 Life Member Award, pictured with David Gudgel, chair of the board of Destination Greater Victoria.*

**MEDIA CONTACT:**

Astrid Chang  
Executive Director, Corporate Communications and Member Services  
250-893-3995  
[astrid.chang@tourismvictoria.com](mailto:astrid.chang@tourismvictoria.com)