

**Lorne Whyte
President & CEO
Tourism Victoria**

Lorne Whyte is President & CEO of Tourism Victoria and has held this position since 1989. Lorne's 30 year tourism industry background includes owning and operating successful companies in the U.S. and Canada in tourism publishing and marketing.

Lorne is very active in the community. He was the Co-Chair of the Greater Victoria Enterprise Partnership Society, and served on the board of the Victoria Ocean Observatory Society, a partner in the non-profit Neptune project.

Lorne served on the Board of the 2010 Olympic Bid Committee and supported the formation of Sport Host, a not for profit organization promoting and inviting regional, national and international sporting events to be held in Greater Victoria.

Tourism is the number one industry in Greater Victoria, generating over \$1 billion in revenue annually and employing 34,000 people. Victoria is a terrific year round destination featuring world class accommodation and attractions.

Tourism Victoria is the official destination marketing organization with the Mission Statement "We inspire the world to experience our destination". We provide information through Canada's busiest Visitor Information Centre, we play an advocacy role working with partners to find solutions to regional issues impacting tourism, and we market Victoria to the world.

www.tourismvictoria.com