

Introducing Paul Hawes



Welcome to Explore Edmonton's newest Senior Leadership Team member!

Paul Hawes joins us as **Vice President, Destination Development & Marketing.**

Paul oversees the planning, development and execution of our marketing initiatives, ensuring brand-aligned messaging is distributed across channels effectively to strengthen awareness, appreciation, and visitation of Edmonton. He is responsible for driving Edmonton's Tourism Master Plan implementation, and leading and aligning resources to ensure maximum reach and impact to drive major events, meetings & conventions, and venue sales.

With over 20 years of experience in the tourism industry, Paul kicked off his career in the Canadian Rockies. He spent a few years working for Fairmont Hotels' Rocky Mountain Region, based at Chateau Lake Louise before joining the team at Travel Alberta. He then moved onto Destination Canada, quickly evolving through the ranks, before returning home to the United Kingdom for a few years, where he established the overseas offices of Destination New South Wales across the UK, Germany, and France. Upon his return to Canada, he was appointed Chief Marketing & Distribution Officer with Tourism Victoria where he led a complete brand overhaul. In his current role at Explore Edmonton, Paul's aim is to create tourism legacies and award-winning marketing campaigns for our destination.

In his spare time, Paul enjoys volunteering. He served on the committee and fundraising team of Vancouver's Loving Spoonful, a food delivery and support network to those in need. Most recently, he was approached to join the advisory board at Royal Roads University's tourism program. On a personal level, Paul is a bit of a runner, swimmer, foodie and gardener. His first act as a new Edmontonian is to trade his hockey jersey for the orange-and-blue... when it is once again safe to do so, he looks forward to cheering on the Oilers at Rogers Place!