



NEWS RELEASE

Strathcona Park Lodge wins at British Columbia Tourism Awards

VANCOUVER, March 2, 2004—The Strathcona Park Lodge & Outdoor Education Centre won the



Environmentally Responsible Tourism Award at the Fifth Annual British Columbia Tourism Industry Awards, held the evening of February 26 at the Victoria Conference Centre. The awards recognize innovation and excellence in the province's tourism industry. The British Columbia Tourism Awards were presented by Tourism British Columbia and the Council of Tourism Associations of British Columbia. The awards were hosted in conjunction with the Eleventh Annual BC Tourism Industry Conference.

"The British Columbia Tourism Awards winners establish benchmarks for excellence in our industry," said Mike Duggan, Tourism British Columbia chair. "It is wonderful to honour their dedication and achievements and to provide the industry with examples of what can be accomplished through hard work and innovation."

The Environmentally Responsible Tourism Award went to **Strathcona Park Lodge & Outdoor Education Centre** for their commitment to environmental sensitivity. Since 1959, Strathcona Park Lodge has taught environmental responsibility and respect for the outdoors.

In addition to the Environmentally Responsible Tourism Award, seven other awards were presented during the evening. The Technology in Tourism Award went to **The Vancouver International Airport Authority**; the Tourism Media Award went to **Jack Christie**, freelance travel writer from Vancouver; the Outside of the Box Award was given to **Nk'Mip Cellars**, Osoyoos; the *SuperHost*[®] Customer Service Award went to **Shannan Brown** from Campbell River; the Best Tourism Marketing Campaign Award was given to the **Vancouver Island Cycle Tourism Alliance**, Vancouver Island; and the William Van Horne Visionary Award was presented to three individuals, **Rick Lemon**, vice-president of operations at Tourism British Columbia; **Mike Harcourt**, former Mayor, City of Vancouver and former Premier of British Columbia; and **John Jennings**, Director of Sales & Marketing, Holiday Inn Downtown, for the creation of *SuperHost*[®]. Finally, the Tourism Industry Leader of the Year Award went to **Jack Poole**, chair of the Vancouver 2010 Bid Committee, for playing an instrumental part in bringing the 2010 Olympic and Paralympic Winter Games to Vancouver.

"These awards allow us to recognize outstanding achievement in all the key areas of tourism," commented Rod Harris, president and CEO of Tourism British Columbia. "Now in its fifth year, the awards program has grown substantially. It is a testament to the importance of this program that in a difficult year for tourism that we once again had a record number of nominations."

Tourism British Columbia is a Crown corporation that operates under an industry-led board of directors and is responsible for marketing *Super, Natural British Columbia*[®] to the world. To access comprehensive information about the business of tourism in British Columbia and Tourism British Columbia's programs, visit www.tourism.bc.ca.