



NEWS RELEASE

British Columbia Wins at 2008 Condé Nast Readers' Choice Awards

Vancouver BC, October 21, 2008 – International travel magazine, *Condé Nast Traveler* recently announced the results of its 2008 Readers' Choice Awards. In addition to ranking fourth on the Top 100 Best of the Best 2008 list, King Pacific Lodge was awarded first place in the Top 20 Canada Resorts. "We are thrilled to once again be acknowledged by *Condé Nast Traveler* as the leading resort in Canada," said Michael Uehara, Vice President and CEO, King Pacific Lodge. "Being in New York to accept the award, I felt a sense of pride on behalf of our spectacular property and the province of British Columbia."

British Columbia was strongly represented throughout the award categories with four properties included in the Top 100 Best of the Best 2008 list: Wickaninnish Inn located in Tofino, King Pacific Lodge on Princess Royal Island, Long Beach Lodge Resort in Tofino and the Pan Pacific Whistler Village. This category includes all the highest ranking hotels, resorts and cruise lines in the *Condé Nast Traveler* Readers Choice Survey.

Vancouver and Victoria had impressively high rankings in the category Top Ten Cities in the America's with second place going to Vancouver and Victoria tying with Quebec City for third on the list. Vancouver Island was awarded first place in the Top Ten North America Islands for the seventh year in a row and this year the Gulf Islands made fourth place in the same category.

Further highlights include, several BC properties taking top spots in the Top 20 Canada Resorts category including three Whistler based resorts: Four Seasons Resort, Hilton Whistler Resort and Spa and Westin Resort and Spa. In the category Top 30 Hotels in Canada, BC saw seven hotels take the first ten spots including Hotel Grand Pacific in Victoria who was ranked first, Sooke Harbour House, Fairmont Vancouver Airport, Fairmont Waterfront in Vancouver, Wedgewood Hotel and Spa in Victoria, Magnolia Hotel and Spa in Victoria, and Pan Pacific Vancouver Hotel.

The 2008 Readers Choice Awards, featured in the November issue of *Condé Nast Traveler* magazine, lists the world's top cities, islands, airlines, resorts, cruise lines and other travel related categories. The winners are selected from the *Condé Nast Traveler* Readers Choice Survey, the largest independent poll of consumers' preferences in the U.S with over 32,000 voting readers for 2008.

"Recognition from the *Condé Nast Traveler* Readers Choice Survey is further demonstration of the world-class tourism products our province has to offer," said Bill Bennett, Minister of Tourism, Culture and the Arts. "Our many hotels, resorts and destinations in British Columbia are ranked incredibly high by travelers. It's a proud moment for BC's tourism industry to receive so many prestigious awards - especially as world attention turns to the 2010 Olympic and Paralympic Winter Games."

Condé Nast Traveler is a high-quality travel and lifestyles magazine aimed at upscale experienced travelers. The publication, has an audience of 3.1 million, is considered an opinion leader in the travel field and has been conducting a Readers Choice Awards program since 1988. For more information and to view a full list of winners visit <http://www.concierge.com/cntraveler/articles/500074>

Tourism British Columbia is a Crown corporation that operates under an industry-led board of directors and is responsible for marketing the **Super, Natural British Columbia**[®] brand to the world. For comprehensive information about the business of tourism in British Columbia, please visit www.tourismbc.com.

-30-

Contact:

Chandel Diebold
Communications Coordinator
Tourism British Columbia
604-660-3757
Chandel.Diebold@tourismbc.com