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VANCOUVER ISLAND WINS BEST NORTH AMERICAN ISLAND IN CONDÉ NAST TRAVELER'S 21st ANNUAL READERS' CHOICE AWARDS

For immediate release: The readers of *Condé Nast Traveler* have named Vancouver Island a winner in the magazine's 21st Annual Readers' Choice Awards, and following close in the heels is the Gulf Islands at fourth for North American Islands, but tops for Scenery. The awards are derived from the Condé Nast Traveler Readers' Choice Survey, the largest independent poll of consumers' preferences. Over 32,000 readers voted this year.

In addition to the top North American Island rankings, several properties from the Vancouver Island region are also tops in various categories. Among the 30 top Canadian Hotels, the Hotel Grand Pacific takes top spot. Following close behind is Sooke Harbour House (3), Magnolia Hotel & Spa (7), Hastings House (12), Fairmont Empress (14), Victoria Regent Hotel (17), Aerie Resort & Spa (23), and the Brentwood Bay Lodge & Spa (24). Among the top 20 Canadian Resorts, the Wickaninnish Inn and Long Beach Lodge take 2nd and 3rd space respectively, with Poet's Cove Resort & Spa on the list at 16th. Also listed in the top Cities in the Americas is the City of Victoria sharing the third spot with Quebec City.

"We are very pleased with these results that include so many properties throughout the Vancouver Island region" says **Dave Petryk**, President/CEO of Tourism Vancouver Island. "With the opportunities arising from the upcoming 2010 Olympic and Paralympic Winter Games in Vancouver/Whistler, we are looking forward to showcasing our exceptional products and destinations to both media and visitors from all over the world."

"These awards celebrate the destinations, lodgings, and modes of transportation that manage to exceed our expectations," said *Condé Nast Traveler* Editor in Chief **Klara Glowczewska**. "The Readers' Choice Awards, with over 32,000 readers voting, are a credit to the worldly expertise of our readers—passionate travelers for whom no island is too remote, no city too challenging, and no hotel too untested."

The complete results of the awards can be found in the November issue of *Condé Nast Traveler*, on newsstands October 21st or on the magazine's website at cntraveler.com. The Readers Choice Awards gala took place on Wednesday, October 15th in New York City at the New York Public Library.

About Condé Nast Traveler

Truth in Travel: Many travel publications accept free travel and accommodations. *Condé Nast Traveler* does not, and its correspondents, as far as possible, travel anonymously. They experience travel the way consumers do, both the good and the bad, and report on it fairly and honestly. In 2008, *Condé Nast*

Traveler was named one of the top 10 magazines in the U.S. by both Adweek and Advertising Age- one of only three magazines in the U.S. to be named on both lists. *Condé Nast Traveler* has an audience of 3.1 million and is published by Condé Nast Publications, Inc. Online at cntraveler.com.

About Tourism Vancouver Island

Tourism Vancouver Island is one of six regional destination marketing organizations in British Columbia that administers co-operative marketing and advertising projects for its stakeholders throughout the region. To access information about Tourism Vancouver Island and marketing initiatives, please visit www.tourismvi.ca. For general travel information on Vancouver Island, Victoria and the Gulf Islands, please visit www.vancouverisland.travel.

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Tourism accounts for more than 117,900 direct jobs in British Columbia, representing approximately one in every 20 jobs in the province. BC's tourism industry generated approximately \$9.8 billion in revenues in 2005 and over \$5.8 billion in GDP in 2004, making tourism one of the largest resource industries in the province. (source: cotabc.com)

Media Contacts:

Dave Petryk
President & CEO
Tourism Vancouver Island
Direct: 250-740-1211
Cell: 250-739-9088
Email: dave@tourismvi.ca

Lana Kingston
Media Relations Manager
Direct: 250-740-1213
lane@tourismvi.ca