

National awards recognize Canada's tourism excellence

OTTAWA, October 25, 2005—Fourteen organizations and individuals from across Canada—recipients of the 2005 TIAC National Awards for Tourism Excellence presented by *The Globe and Mail*—have been recognized for their outstanding contributions to the Canadian tourism industry:

AIR CANADA BUSINESS OF THE YEAR AWARD – SINGLE-UNIT

Cree Village Ecolodge (Moose Factory Island, ON)

APR MEDIA LTD. BUSINESS OF THE YEAR AWARD – MULTIPLE-UNIT

Rodd Hotels & Resorts (Charlottetown, PE)

THE BUSINESS DEVELOPMENT BANK OF CANADA NEW BUSINESS OF THE YEAR AWARD

Cochrane Polar Bear Habitat (Cochrane, ON)

AIR MILES® REWARD PROGRAM INNOVATOR OF THE YEAR AWARD

The Olivier Soapery (Ste-Anne-de-Kent, NB)

STARWOOD HOTELS AND RESORTS CORPORATE PARTNER OF THE YEAR AWARD

Serco FM (New Brunswick) Inc.

THE GLOBE AND MAIL TRAVEL MEDIA AWARD

Shel Zolkewich (Winnipeg, MB)

VIA RAIL CANADA VOLUNTEER OF THE YEAR AWARD

Brent Staeben (Fredericton, NB)

FAIRMONT HOTELS AND RESORTS MARKETING CAMPAIGN OF THE YEAR AWARD

Nova Scotia Tourism and Culture

HERTZ CANADA EVENT OF THE YEAR AWARD

Keskinada Loppet (Gatineau, QC)

CTHRC AWARD FOR EXCELLENCE IN HUMAN RESOURCES DEVELOPMENT – SINGLE-UNIT BUSINESS

Aquila Tours (Saint John, NB)

CTHRC AWARD FOR EXCELLENCE IN HUMAN RESOURCES DEVELOPMENT – MULTIPLE-UNIT BUSINESS

Société des établissements de plein air du Québec

DELTA HOTELS EMPLOYEE OF THE YEAR AWARD

Mohammad Zolfagharian, Calgary Marriot Hotel

PARKS CANADA SUSTAINABLE TOURISM AWARD

Ocean Quest (Conception Bay South, NL)

CANADIAN TRAVEL PRESS LIFETIME ACHIEVEMENT AWARD

Peter Elmhirst (Keene, ON)

“Canada owes its tourism success to the people and organizations that have created some of the best products, services and experiences in the world,” said Randy Williams, President and CEO of the Tourism Industry Association of Canada. “That success translates into jobs, regional economic development opportunities, tax revenues, and an enhanced quality of life for all Canadians. This awards program is an opportunity to give Canada's tourism industry the recognition it so richly deserves.”

The TIAC National Awards for Tourism Excellence presented by *The Globe and Mail* were developed in 2003 by the Tourism Industry Association of Canada, the national private-sector advocate for Canada's \$57.5 billion tourism

industry. The 2005 awards were presented during a gala dinner at the Fairmont Le Château Frontenac in Québec City, as part of Canada's Tourism Leadership Summit.

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