

As website screenshots and online videos flashed frantically across the five story screen, the audience consisting of Canada's top travel and tourism executives were all sitting on the edge of their seats in anticipation of the final envelope of the night, the industry Best-in-Show of the first Canadian e-Tourism Awards.

On November 8th, 2007 in the OMNIMAX Theatre at Telus World of Science in Vancouver, BC, the Canadian e-Tourism Council, a forum of over 50 marketing executives, representing travel and tourism organizations from all sectors from all over Canada, hosted the first ever Canadian e-Tourism Awards celebration. The night was filled with many unique, exciting and state-of-the-art developments.

The Awards Ceremony also featured the exclusive pre-screening of the first Canadian Destination IMAX Movie "Rocky Mountain Express" to be released in 2009 with a special introduction by the film's producer and director, Stephen Low.

Miss Canada International 2008, Alesia Fieldberg, presented Nahanni River Adventures with the Canadian e-Tourism Awards tourism industry Best-in-Show award for their outstanding Website www.nahanni.com, sponsored by Yahoo! Canada awarding the winner with the Big Ideas Chair. Hunter Madsen, Marketing Director for Yahoo! Canada praised Nahanni River Adventures as an exemplary organization that is excelling at showcasing technical innovations consistent with their brand.

The United Nations' World Tourism Organization also launched the UNWTO e-Tourism Climate Change Awards at the Canadian e-Tourism Awards. It is very prestigious for Canada to be selected as the launch pad for this important competition. The aim of the award is to identify innovative responses that raise awareness through travel and tourism web sites about changing consumption behaviour to generate more climate friendly tourism choices. Geoffrey Lipman, UNWTO Assistant Secretary General presented the award to Canadian Mountain Holiday for their outstanding commitment to environmental excellence. Fairmont Hotels & Resorts was recognized as "Runner-Up" in a group of very strong finalists, showcasing Canada's commitment to climate change and sustainability.

The first Canadian e-Tourism Awards also recognized consumer generated content in story, photo, and video, to celebrate travelers sharing their Canadian travel experiences. The Best-in-Show award, sponsored by the Canadian Tourism Commission went to Michael Earle for his collapsing iceberg video off the coast of Labrador. He not only received the Keep-Exploring Award, presented by CTC President & CEO Michele McKenzie, but also won a unique trip for two to the Yukon and Northwest Territories, sponsored in collaboration by Tourism Yukon, NWT Tourism, and Air North.

Jens Thraenhardt, chair of the Canadian e-Tourism Council and host of the Canadian e-Tourism Awards noted that hosting the Canadian e-Tourism Awards in conjunction with the Canada-e-Connect Strategy Conference not only provided a forum to learn about consumer trends, emerging technologies, and new media channels during the strategy conference, but then also recognized the best of the best during the awards that have taken a lead in leveraging online marketing and the Internet to connect with consumers, and marketing Canada as a tourism destination.

The complete list of **award winners** can be viewed at www.canadianetourismawards.com.

Award Level	Award Category	Award Winner
GOLD AWARD	BEST WEBSITE: Large Enterprises	Big White Ski Resort
GOLD AWARD	BEST WEBSITE: Public Sector	Newfoundland and Labrador Tourism
GOLD AWARD	BEST WEBSITE: Small-Medium Enterprises	Nahanni River Adventures
GOLD AWARD	BEST CAMPAIGN: Large Enterprises	MasterCard Canada
GOLD AWARD	BEST CAMPAIGN: Public Sector	Travel Alberta
GOLD AWARD	BEST CAMPAIGN: Small-Medium Enterprises	Antigonish Eastern Shore Tourism Assoc.
GOLD AWARD	BEST INNOVATION: Large Enterprises	IcebergFinder.com
GOLD AWARD	BEST INNOVATION: Public Sector	Tourism British Columbia
GOLD AWARD	BEST INNOVATION: Small-Medium Enterprises	metroCode
PLATINUM AWARD	BEST TOURISM WEBSITE	Nahanni River Adventures
PLATINUM AWARD	BEST TOURISM CAMPAIGN	Travel Alberta
PLATINUM AWARD	BEST TOURISM INNOVATION	IcebergFinder.com
DIAMOND AWARD	BEST IN SHOW TRAVELLER	Mike Earle (Iceberg Video)
DIAMOND AWARD	BEST IN SHOW INDUSTRY	Nahanni River Adventures
WINNER	UNWTO E-TOURISM CLIMATE CHANGE	Canadian Mountain Holidays
RUNNER-UP	UNWTO E-TOURISM CLIMATE CHANGE	Fairmont Hotels & Resorts