

For Immediate Release  
October 11, 2007

## **WHO DESERVES TO TOP THE LIST AS CANADA'S BEST ONLINE TRAVEL MARKETER?**

### **The Canadian e-Tourism Council Announces Finalists For Canada e-Tourism Awards Today and Canadians Are Invited To Cast Votes to Help Determine Winners**

**Vancouver, BC, October 11, 2007** : Twenty-eight entrants – out of hundreds of international submissions – into the Canadian e-Tourism Council's inaugural awards program were announced as finalists in the Industry Category today.

Recognizing excellence in website design, online campaigns and innovation, finalists were announced at a breakfast forum for British Columbia's tourism profession hosted by Vancouver AM, a long-standing tourism professional networking organization. Recognition is also going out to travelers who present their best stories, photos and videos or short-films. Entries are for the Travelers Categories are accepted through October 14.

"There is no better time to appear on this prestigious list of award finalists for best online campaigns, website designs, and technology innovation," says Jens Thraenhart, Chair of the Canadian e-Tourism Council and Executive Director of Marketing Strategy & CRM for the Canadian Tourism Commission. "Online travel and tourism is powerful. These organizations and their online work stand out – among legions of exceptional entrants from across the country and around the world -- as the very best. To be acknowledged as a forerunner on the competitive e-tourism circuit should make these organizations and those working to create and execute these campaigns and websites proud."

What makes these awards unique is that entries come from all over the world and are devoted to marketing, selling or portraying Canadian travel.

Finalists for Best Online Campaigns are:

*Small Private Sector*

- > Antagonish Eastern Shore Tourist Association
- > Bellstar Hotels & Resorts
- > Harbour Tide Inn

*Large Private Sector*

- > Best Western Hotels
- > Mastercard Canada
- > Spafax Canada

*Public Sector*

- > Canadian Tourism Commission
- > Quebec City Tourism
- > Travel Alberta

Finalists for Best Website Design are:

*Small Private Sector*

- > Nahanni River Adventures
- > Opus Hotel Vancouver
- > White Point Beach Resort

*Large Private Sector*

- > Big White Ski Resort
- > Silver Star Mountain Resort
- > Sunshine Village Ski & Snowboard Resort

*Public Sector*

- > Government of Newfoundland and Labrador
- > Tourism Prince Edward Island
- > Tourism Vancouver

Finalists for Best Innovation are:

*Small Private Sector*

- > GPS Tour Guide
- > RezGo
- > Adventure Engine
- > metroCode

*Large Private Sector*

- > Kicking Horse Mountain Resort
- > Air Canada
- > IcebergFinder.com

*Public Sector*

- > Tourism British Columbia
- > Nova Scotia Department of Tourism
- > Kootenay Rockies Tourism

Now short listed by a panel of tourism peers from across the country, entrants are vying for the top spot in their category and for the coveted best-of-show award: the "Yahoo! Big Ideas Chair Award." Combined peer and public votes help the judging panel determine the ultimate contest winner. This recognition comes after viewers cast their votes for the best between now and October 21.

Cast your vote today by selecting the Best Website and the Best Campaign at <http://ctcawards.rtraction.com>.

Visit <http://www.canadianetourismawards.com> for more information about the competition.

The current Miss Canada will present recipients with their awards at the Awards Ceremony at Telus World of Science in Vancouver, BC. A post-award celebration, sponsored by Yahoo Canada! will be held at Coast Restaurant in Vancouver's Yaletown. The Awards Ceremony will also feature the exclusive pre-screening of the first Canadian Destination IMAX Movie "Rocky Mountain Express" to be released in 2009. Tickets to the award celebration are included in the Canada-e-Connect Conference registration, or can be purchased individually based on availability.

“Thank you to the organizers and tourism leaders at Vancouver AM for affording us the platform to announce these finalists and promote our upcoming conference, Canada-e-Connect,” said Thraenhart. “Thanks also go to Yahoo! Canada and the Canadian Tourism Commission, as well as the Platinum Award partners Fairmont Hotels & Resorts, Air Canada, Marriott Hotels Canada, Brewster, as well as Tourism Yukon and Tourism Northwest Territories for their support of this first annual award program.”

#### **First e-Tourism Climate Change Award**

The United Nations’ World Tourism Organization will also launch the UNWTO e-Tourism Awards for Climate Change at the Canadian e-Tourism Awards. It is very prestigious for Canada to be selected as the launch pad for this important competition. It aims to identify innovative responses that raise awareness through travel and tourism web sites about changing consumption behavior to generate more climate friendly tourism choices.

#### **About the Canada-e-Connect e-Tourism Strategy Conference**

[www.canadaeconnect.com](http://www.canadaeconnect.com) and [www.canadaeconnectblog.com](http://www.canadaeconnectblog.com)

November 7-9 at the Fairmont Waterfront Hotel in Vancouver, Canada-e-Connect will bring together more than 300 travel and tourism industry leaders. They will determine the impact that the internet and other emerging technologies are making on Canada’s ability to compete globally as a premiere, four-season tourism destination. The conference focuses on the three main elements of the travel distribution life cycle -- Consumer Acquisition, Consumer Experience, and Consumer Relationships. Register online today at [https://www.tiac.travel/english/e\\_register.asp](https://www.tiac.travel/english/e_register.asp) to network with the brightest in the industry and listen to some of the most thought-provoking speakers in the industry (including four book authors!).

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