

## NEWS RELEASE

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Destination British Columbia  
Tourism Industry Association of BC

### **2015 Tourism Industry Awards Recipients Announced at Gala Event**

VANCOUVER – Destination BC and the Tourism Industry Association of BC announced the winners of the 2015 BC Tourism Industry Awards at a gala event this evening at the Vancouver Convention Centre.

These awards recognize excellence in the province's tourism industry. Recipients provide outstanding service, exemplify best business practices and innovative marketing, and deliver tourism experiences that contribute to the success of BC's tourism industry—which generates approximately \$13.9 billion in revenue for the BC's economy.

Five awards were handed out at the awards gala, held during the BC Tourism Industry Conference. This year's award winners are:

#### **Destination Osoyoos**

BC Destination Marketing Organization Association Professional Excellence Award

#### **Anne-Julie Parent, Interpreter at the Vancouver Aquarium Marine Science Centre**

Customer Service Award

#### **Sun Peaks Resort LLP**

Employees First Award

#### **Northern BC Tourism Plaza – Northern BC Tourism Association**

Innovation Award

#### **Horne Lake Caves Provincial Park & Outdoor Centre**

Remarkable Experience Award

Tourism is an integral part of BC's economy. The industry is showing excellent growth and has huge opportunity ahead. From January to August 2015, international overnight custom entries to BC rose by 7.1%, on track for a banner year. Tourism employed 132,200 people in British Columbia in 2013.

#### **Quotes:**

##### **Marsha Walden, CEO, Destination BC**

"It is an incredible achievement to be selected as the best, from the high calibre of nominations we received this year. These award winners have truly set a standard of excellence in their commitment to British Columbia's tourism industry. It is important to celebrate the amazing talent we have in this province, to honour those that go above and beyond to create truly remarkable experiences for our guests. I am delighted to offer congratulations to all the winners on behalf of myself, the Board and staff of Destination BC".

**Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour**

"British Columbia is known worldwide as an exceptional tourism destination. That reputation wouldn't be possible without the hard work and dedication of tourism operators throughout the province. I want to congratulate all of the award winners - Destination Osoyoos, Vancouver Aquarium Marine Science Centre's Anne-Julie Parent, Sun Peaks Resort, Northern BC Tourism Association and Horne Lake Caves Provincial Park & Outdoor Centre. They provide extraordinary experiences that help make Super, Natural British Columbia stand out to visitors from around the world."

**Walt Judas, CEO, Tourism Industry Association of BC**

"BC's tourism professionals are renowned the world over. The innovation, the work ethic and the incredible people in this industry make us proud and TIABC is honoured to play a role in celebrating this year's winners and nominees."

**About Destination BC:**

Destination BC is an industry-led Crown corporation that works collaboratively with tourism stakeholders across the province to coordinate marketing at the international, provincial, regional and local levels. For more information about Destination BC's programs and services, please visit: [www.DestinationBC.ca/](http://www.DestinationBC.ca/)

**About the Tourism Industry Association of BC:**

The Tourism Industry Association of BC (TIABC) advocates for the interests of British Columbia's \$13 billion+ tourism economy. As a not-for-profit trade association, TIABC works collaboratively with its members - private sector tourism businesses, industry associations and destination marketing organizations - to ensure the best working environment for a competitive tourism industry. For more information please visit: [www.tiabc.ca](http://www.tiabc.ca)

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**Backgrounder**

**BC Destination Marketing Organization Association Professional Excellence Award**

**Presented by Simpleview**

The BC DMOA Professional Excellence Award recognizes a community DMO for their commitment, outstanding marketing performance, accountability to and collaboration with the tourism industry in British Columbia. The DMO is a proven leader, is an example of professionalism and best practices and has provided measureable value to the local and provincial tourism industry.

**Winner:** Destination Osoyoos  
[www.destinationosoyoos.com](http://www.destinationosoyoos.com)

**Customer Service Award****Presented by WorldHost**

This Award recognizes an individual who has made an exceptional customer service contribution as a front-line tourism/hospitality employee and provided an outstanding travel experience for visitors.

**Winner:** Anne-Julie Parent, Interpreter at the Vancouver Aquarium Marine Science Centre  
[www.vanaqua.org](http://www.vanaqua.org)

**Employees First Award****Presented by go2HR**

This Award recognizes a British Columbia tourism and hospitality industry employer who has upheld high standards of excellence in human resources and people management practices.

**Winner:** Sun Peaks Resort LLP  
[www.SunPeaksResort.com](http://www.SunPeaksResort.com)

**Innovation Award****Presented by FCV**

This Award recognizes an individual, organization or consortium that has devised and implemented an innovative initiative or marketing campaign that is directed at increasing the number of visitors to or within British Columbia.

**Winner:** Northern BC Tourism Plaza – Northern BC Tourism Association  
[www.travelnbc.com](http://www.travelnbc.com)

**Remarkable Experience Award****Presented by Destination Think!**

This award recognizes a British Columbia tourism business or organization that has developed, delivered, promoted and sold a new or improved tourism product or experience that reflects the British Columbia tourism brand and contributes to a remarkable visitor experience. A remarkable experience is one that triggers a consumer to share, via word of mouth (including social media), their positive vacation experiences; one that exceeds expectations.

**Winner:** Horne Lake Caves Provincial Park & Outdoor Centre  
[www.hornelake.com](http://www.hornelake.com)