



For Immediate Release

***Condé Nast Traveler* names Long Beach Lodge one of Canada's Best Resorts**

Oct. 11, 2011, Cox Bay, BC – With more than 270,000 votes tallied and 10,000 resorts, destinations, airlines and cruises reviewed, the results for the 24th annual *Condé Nast Traveler* Readers' Choice Awards are finally in. And named in the top three for *Canada's Best Resort* is Vancouver Island's own [Long Beach Lodge Resort](#).

The awards, held last night, Oct. 10, in New York City, gave the highest achievement to King Pacific Lodge, a resort located on Princess Royal Island, British Columbia, that starts about \$1583 per night, with Emerald Lake Lodge, also located in BC, earning second place. In fact, it was a great night for British Columbia, whose resorts filled the top five positions.

"There are great quality resorts in this part of the world so it is very exciting to us that the Readers have acknowledged Long Beach Lodge Resort in the top three," said Perry Schmunk, general manager, Long Beach Lodge Resort. "We pride ourselves to be in this top three grouping delivering a great resort experience and, at the same time, offering it with great value with rates starting from \$169 per night."

Long Beach Lodge Resort is located in Cox Bay, located just 7 km south of Tofino in an area known for world-class surfing and storm watching. The property includes eight-acres of beachfront property, 41 lodge rooms and 20 cottages, a full-service dining room and lounge called The Great Room, a fitness facility called the Riptide Centre, a Surf Club Centre (new in April 2012) and an outdoor, covered barbeque area.

Catering to adventures of all types, from storm watchers and beachcombers to surfers and fishers, the resort has its own on-site marine charter company, Private Marine Adventures, and Surf Club – meaning guests never have to go far to fully experience the surrounding land and sea.

"We're fully dedicated to creating your dream West Coast getaway," said Schmunk. "Want to ride the waves? We have instructors and boards waiting for you. Prefer to curl up on a couch by the fireplace with a good book? We've created The Great Room, a cozy spot that offers great views of the ocean. Want to share your experience with us? We listen to the feedback you give online so we stay on the right track."

With nearly 13,000 Facebook fans and 384 "excellent" TripAdvisor reviews, Schmunk is a firm believer in the power of online engagement, offering discounts and deals to loyal followers and encouraging guests to offer suggestions to the staff at Long Beach Lodge Resort.

"Social media is all about two-way communication," said Schmunk. "Platforms like Facebook and Twitter give our guests a place to be heard, valued and connected with the resort whether it is a live webcam view of the surf or what our chef has just whipped up in the kitchen."

According to Klara Glowczewska, editor in chief of *Condé Nast Traveler*, the "number and depth of responses" of the survey make this poll the most "reliable measurement of consumer preferences in the world of travel."

For more information about Long Beach Lodge Resort, visit www.longbeachlodgeresort.com. To learn more about the annual *Condé Nast Traveler* Readers' Choice Awards, visit www.concierge.com/tools/travelawards/readerschoice.



About Long Beach Lodge Resort

Famous for its iconic Great Room, where guests are welcome to relax and enjoy the incredible views, Long Beach Lodge Resort is home to one of the best surfing beaches in the area. Long Beach Lodge Resort is set right on the ocean in Cox Bay, Tofino and provides beautifully appointed accommodations in a private, wild Pacific West Coast setting. The resort offers 41 lodge rooms, 20 two-bedroom cottages and a full service dining room, as well as meeting space and instant beach access. For more information, visit www.longbeachlodgeresort.com.

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Note to Editors:

Images available upon request.

YouTube video of resort at: <http://www.youtube.com/watch?v=jNadiUAZcPk>

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