



The Lund Resort at Klah ah men Recognized Nationally as A Leader in Indigenous Tourism

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For Immediate Release

Lund, British Columbia: Hard work and passion for success have delivered a prestigious honour to the Tla'amin Nation, its Lund Resort management team and staff. The award for Most Outstanding Indigenous Accommodations was presented to the Nation's Interim CEO of Management Services, Grace Adams and Resort General Manager, Scott Wilshaw at the 8th annual International Indigenous Tourism Conference (IITC) Awards Gala on the traditional and unceded territory of the Syilx Nation (Kelowna, BC). The prestigious event honours the leaders and exceptional Indigenous tourism experiences from coast to coast to coast, and this year both the Indigenous Tourism Association of Canada (ITAC) and Indigenous Tourism BC (ITBC) celebrated award winners and nominees on Thursday, November 14.

Recognizing a regional tourism operation for providing excellent lodging experiences for guests while incorporating Indigenous themes, design elements, and cultural experiences, the Most Outstanding Indigenous Accommodations award brings forth a deep sense of pride from all who have played a role in the new direction of The Lund Resort at Klah ah men. Interim CEO of Management Services, Grace Adams says it best when sharing her reaction to the announcement... "This is an award everyone at the Nation can be proud of, as it is the dedication and commitment of all since the acquisition of the resort which has brought us this honour of distinction. 2019 has been an exciting year and this award has laid the footprint for our Lund Resort going forward. On behalf of Scott and myself we would like to thank our dedicated staff, aventus Hospitality, Vaka Marketing, both the holdings and operating board as well as Tla'amin Nation for their support of the transition of The Lund Resort. *Cheh cheh hah tahn nah pesht (we thank you).*"

With the Resort's strategic change in direction to become the first, full service Indigenous owned and operated destination resort on the Sunshine Coast of British Columbia only one year ago, the receipt of this award is significant. Not only is the award a remarkable compliment to the dedicated team, it furthers the Tla'amin Nation's desire to continue to fulfill its three year strategic plan for the Resort and destination of Lund or as it is known in the Nation's language – Klah ah men, which translates to a place of refuge. This plan includes ongoing renovations and additions to the main hotel building, the General Store and 13 Moons Marina, with new elements coming in summer 2020 to include a wellness centre featuring a full service spa, and 'glamping tents' – a contemporary experience in outdoor luxury camping.

Of special note is The Lund Resort at Klah ah men was also recognized as one of three finalists in the National category of Most Improved Business. This category acknowledges Indigenous tourism businesses which have significantly improved their market/export readiness allowing for a stronger business opportunity, while professionally demonstrating Indigenous tourism's ability to meet and exceed consumer and travel trade expectations.

The Tla'amin Nation extends its congratulations to all nominees in each category and looks forward to continuing its work together with both Indigenous Tourism Association of Canada and Indigenous Tourism BC.

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Social Media: Facebook, Instagram and LinkedIn: @lundresortatklahahmen

About The Lund Resort at Klah ah men

Formerly known as the oceanfront Historic Lund Hotel & Marina, The Lund Resort at Klah ah men is located at the northernmost tip of BC's beautiful Sunshine Coast, at the Gateway to the renowned Desolation Sound. The hotel was built in 1905 and is located at the heart of the quaint village of Lund once again known as Klah ah men. Translated this means 'A Place of Refuge' which was a traditional village site of Tla'amin people. The Resort features 31 guest rooms, all newly refurbished, completely reimagined and thoroughly inspired by Tla'amin art and culture and, most have decks or access to a deck where unobscured ocean views abound. Food and beverage are available at the newly opened Back Eatery – a full service restaurant where each meal is locally foraged, lovingly prepared and cooked in the slow-food style. The Sweet Shack Coffee Bar features 13 Moons Coffee, a special blend created by the Resort, for the Resort and a variety of ice creams, sweet treats and gift items. Other amenities include a bright and modern banquet room, onsite General Store with a post office and liquor store, public laundry and a gift boutique showcasing work by local artisans, both indigenous and non. The newly expanded marina – 13 Moons Marina – provides slips for the day and overnight. Klah ah men, formerly known as Lund, boasts such points of interest as Savary Island, the Copeland Islands, & renowned Desolation Sound, BC's largest provincial marine park, and attracts enthusiasts of all things recreational, cultural and historic. The Lund Resort at Klah ah men offers many opportunities for guests to experience firsthand the pristine waters, undisturbed woodlands and abundant marine & wild life unique to this area. Local operators offer marine sightseeing excursions and tours, Tla'amin Nation Cultural Tours, and kayak tours and rentals. Other nearby activities available include horseback riding, diving, golfing, bicycle rentals to savouring eats and drink at locally crafted breweries and restaurants.

About Tla'amin Resorts and Accommodations

Originally called the Sliammon Development Corporation, the SDC was established in 1995 to oversee economic development opportunities for the Tla'amin Nation. After the effective date and implementation of the Tla'amin Treaty in April 2016, SDC reorganized with Tla'amin Management Services LP taking over the business arm of the Tla'amin Nation. The Tla'amin Nation has expanded into many business areas including land development, forestry, aquaculture, retail, hospitality, and tourism. More information available at www.tlaaminbusiness.com

About the Indigenous Tourism Association of Canada

The Indigenous Tourism Association of Canada (ITAC) works to improve the socio-economic conditions of Indigenous people within the 13 regions; 10 provinces and 3 territories of Canada. They provide economic

development advisory services, tourism conferences, capacity development training and workshops, and industry research and information for Indigenous tourism operators and communities.

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Left to right: George Taylor representing Indigenous Tourism BC, Grace Adams and Scott Wilshaw of The Lund Resort at Klah ah men, Lund, British Columbia.