



BEAUTIFULLY DESIGNED TOFINO RESORT CHOSEN BY THE PREMIER INN KEEPING ASSOCIATION - SELECT REGISTRY

Tofino, BC (April 11, 2005) - Tofino's Long Beach Lodge Resort, set on one of the best surfing beaches in Canada, has been awarded one of only 27 new memberships in Select Registry, Distinguished Inns of North America, for 2005.

Select Registry is the premier inn keeping association in the United States and Canada and is dedicated to providing guests with a unique hospitality experience. Demanding qualifications for membership meant that only 27 inns from across North America were offered membership this year.

The nonprofit organization only admits member inns that meet rigorous standards of a Quality Assurance program and which represent the most prestigious establishments of their type. Long Beach Lodge Resort joins more than 400 other properties across North America that are already members of the Association including Sooke Harbour House and Clayoquot Wilderness Resort.

Since opening its doors in 2002, Long Beach Lodge has become a favourite destination for travellers taking part in the growing surfing culture who still want a luxurious getaway. Seasonal surfing packages are always popular and if guests don't want to get wet, they can watch some of the best surfers in the world from the resort's Great Room.

"Long Beach Lodge Resort exemplifies the high quality and service championed by this Association," says Select Registry executive director Keith Kehlbeck. "Select Registry assures the traveler that each of its inns is regularly inspected. Our members share a high standard of excellence, and each of our country inns, B&Bs, and unique small hotels has its own distinctive character."

About Long Beach Lodge

Situated on Cox Bay Beach, Long Beach Lodge Resort offers luxury accommodations in a relaxed setting. Perched between the pristine beauty of Pacific Rim National Park and spectacular Clayoquot Sound, the resort consists of a 41-room beachfront lodge and 20 two-bedroom rainforest cottages, including eight new cottages. The signature room of the resort is its Great Room – a large, warmly decorated common area perfect for watching surfers, sunsets and sunrises and curling up with a good book. It has won a number of awards for its interior design and architecture, and was featured in [Architectural Digest](#). (November 2003). Long Beach Lodge Resort also offers full service dining under the creative guidance of Executive Chef Rob Wheaton.

"The entire team is immensely pleased to be admitted into this prestigious association," said Tim Hackett, owner of Long Beach Lodge Resort. "Membership in Select Registry sets our lodge apart from the growing number of accommodation options by publicly guaranteeing exceptional standards and outstanding guest experiences."

For more information and reservations, please visit www.longbeachlodgeresort.com or call 1-877-844-7873.

About Select Registry

Select Registry was founded in 1972 by Norman Simpson, "the father of country inn travel in America." An offshoot of Simpson's popular and pioneering book, *Country Inns and Back Roads*, the association has provided unforgettable introductions to first class inns and B&Bs for nearly thirty years. Credited with single-handedly founding an industry in America, Simpson brought together a select group of innkeepers, dedicated to principles of hospitality, quality, romance, and fine food. For more information on Select Registry, please visit www.selectregistry.com

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