

For immediate release  
July 12, 2018

## SHUSWAP LAKE VOTED BC'S TOP BOATING DESTINATION FOR 2018

**Vancouver, BC** – British Columbians have voted beautiful Shuswap Lake as BC's top boating destination for 2018 - while Heriot Bay, Princess Louisa Inlet, Montague Harbour and Harrison Lake round out the top-five.

Shuswap Lake is located in South Central British Columbia and known for its untouched natural beauty. Boaters are drawn to the area with friends and family to enjoy a wide variety of boating activities and to create special moments.

Boating BC Association is the voice of recreational boating across the province. Its members were canvassed to create a top ten list of boating destinations this spring – and three weeks ago, the Association asked British Columbians to vote for this year's top destination.

“The response to this year's challenge has been remarkable with hundreds of votes submitted from across the province,” said Don Prittie, President of Boating BC Association. “Shuswap Lake is a beautiful location, offering many great opportunities for boating enthusiasts and their families. This honour is well-deserved, but is also among many specular and scenic destinations across this great province of ours.”

The top 5 boating destinations for 2018 are:

1. Shuswap Lake - 30%
2. Heriot Bay - 19%
3. Princess Louisa Inlet - 18%
4. Montague Harbour - 16%
5. Harrison Lake - 7%

British Columbia is home to some of the most expansive and beautiful boating opportunities anywhere in the world. From Vancouver Island and the Gulf Islands, to the more than 27,000 kilometres of scenic coastline, to the hundreds of sparkling waterways in the interior and the north – there are unlimited opportunities for any boating enthusiast.

The recreational boating industry in BC employs 17,000 full-time individuals, contributes more than \$2.2 billion annually to the provincial economy and has experienced a 30 per cent growth rate over the past six-years.

-30-

For more information about BC Boating Association, visit: [www.boatingbc.ca](http://www.boatingbc.ca)

For more information, please contact:  
Kelly Gleeson  
Laura Ballance Media Group  
604-240-6231

*Because BC is better on a boat!™*