

2022 Bob Giles Award Recipient Crane's Lochaven Wilderness Lodge (Sue & Ed Crane)



This award is presented to a tourism business owner in recognition of outstanding performance in the field of northern Ontario tourism. According to NOTO archives, this award has a long history and was first awarded in 1977.

This year, The Bob Giles award goes to Crane's Lochaven Wilderness Lodge, a second-generation family-owned all-inclusive fishing lodge located on an island on the historic and beautiful French River that has been a NOTO member for over 40 years.

Owners and operators Sue and Ed Crane have always been strong advocates for the resource-based tourism sector and have been quick to jump in and lend their voice on issues that impact this industry. They are also strong supporters of NOTO, encouraging other camp operators to join the organization. Sue and Ed are centres of influence in their region. They readily make themselves available to new lodge owners to share their experience and knowledge and make them feel welcome.

Ed has mentored many fishing guides over the years teaching them the importance of storytelling and ensuring their guests have outstanding experiences. He is a master of the waterways and is always willing to share stories of the rich history of the French River with his guests.

Sue was first elected to the NOTO Board in 2008 and has sat for three terms since that time. She is a dedicated Board member and believes in the importance of having a strong voice to Government.

Sue and Ed are always looking for new ways to improve their business offerings to consumers. While their existing clientele are precious to them, they are not afraid to try to reach new markets and explore new ways to deliver services. Crane's Lochaven Wilderness Lodge was the first lodge to pilot the Experience Fishing Program which helps camp operators attract new anglers, specifically women, youth and new Canadians. After being in the program since 2018, they are now eager to share what they have learned to encourage others to get involved in the program as well.

Thank you both Sue and Ed of Crane's Lochaven Wilderness Lodge for your incredible generosity to others and for your fierce dedication to the growth of the resource-based tourism sector in Northern Ontario.