

# Rural Tourism Champion Award

Growing Rural Tourism Conference 2012

**GROWING RURAL  
TOURISM**

*Magic Moments*

## ABOUT THE AWARD

Camrose Regional Exhibition, Travel Alberta, Alberta Tourism, Parks & Recreation, and Alberta Agriculture will sponsor the **Fifth Annual Rural Tourism Champion Award**.

## OBJECTIVE

This award is designed to honour outstanding accomplishments, innovation, and leadership in rural tourism. Applicants are from rural tourism businesses, municipalities, or communities in Alberta. This award will be presented during the 12th Anniversary Gala, Growing Rural Tourism Conference in Camrose on the evening of April 03, 2012.

## ELIGIBILITY

A rural tourism operator, municipality, consortium, or community may apply.

## HOW TO ENTER

1. Fill out the attached application form. Include your contact information. All applications will be kept confidential. Please limit the application to four pages.



2. Applicants will be judged on their write-ups. There are no entry fees.

3. Submit the application along with narrative, logo, and photos electronically to Jennifer Filip before February 28, 2012. grt@cre.ab.ca

Toll Free: 1.800.296.8112

Fx: 780.672.8140

Email: grt@cre.ab.ca

4250 Exhibition Drive

Camrose, Alberta T4V 4Z8

[www.GrowingRuralTourism.ca](http://www.GrowingRuralTourism.ca)

RURAL TOURISM CHAMPION AWARD APPLICATION  
INFORMATION:

**Deadline February 28, 2012**

**Application**

Name(s): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Business Name: \_\_\_\_\_  
\_\_\_\_\_

Business Phone Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Business Fax Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Email Address: \_\_\_\_\_  
\_\_\_\_\_

Website Address:  
http://www. \_\_\_\_\_  
\_\_\_\_\_



Street Address: \_\_\_\_\_  
\_\_\_\_\_

PO Box Address: \_\_\_\_\_  
\_\_\_\_\_

City/Town: \_\_\_\_\_  
\_\_\_\_\_

Alberta, Canada

Postal Code: \_\_\_\_\_

**ACCOMPLISHMENT**

- *Achievements within the past two years.*
- *Do you operate/own a rural tourism business?*
- *How long have you been involved in rural tourism?*
- *Brief history of your business / community.*
- *Future plans for your business / community.*
- *How have your business / community grown?*
- *Provide examples of improved profitability and marketplace success.*
- *What noteworthy achievements qualify you for recognition?*

**INNOVATION**

- *What new concepts have you adopted?*
- *What unique marketing / merchandising strategies have you utilized?*
- *What is your most successful innovation; and why?*
- *What tactics have you used to answer challenges and to initiate creative solutions?*
- *What are your "take homes" from attending past GRT conferences; how have you applied them to your rural business / community?*

**LEADERSHIP**

- *Do you belong to any related associations; if so, which ones?*
- *What is your involvement in these associations?*
- *Do you work in partnership with other businesses or communities; if so, how?*
- *How do you work to educate consumers about rural tourism?*