

The Camrose Regional Exhibition in partnership with Travel Alberta, Alberta Culture & Tourism, Alberta Association of Agricultural Societies, and Tourism Camrose presents:

# The Growing Rural Tourism Champion Award

**The person/group chosen to receive this award will show a strong commitment to rural tourism in their business, their town, their association, or their community.**

## **OBJECTIVE**

This award is designed to honor outstanding accomplishments, innovation and leadership in rural tourism.

## **ELIGIBILITY**

Applicants will be accepted from rural tourism businesses, rural municipalities or communities in Alberta and must be first time recipients.

## **JUDGING CRITERIA**

Applications will be judged on their own merit and the ability of the applicant to address the questions listed on the application. Only the information provided will be used to judge an application.

## **HOW TO ENTER**

To enter follow these steps:

1. Fill out the attached application form.
2. Include your contact information. All applications will be kept confidential.
3. Please limit the application to four pages.
4. Photos, videos and promotional material can be included but they will not be returned.
5. Send the application, narrative and photos or videos to Chuck Erman by February 1, 2018, by  
*E-mail:* [cre@cre.ab.ca](mailto:cre@cre.ab.ca) *Fax:* (780) 672-8140 *Mail:* 4250 Exhibition Drive, Camrose, AB T4V 4Z8
6. Applicants will be judged solely on their write-ups. There are no entry fees.

**The winner will be announced at the Growing Rural Tourism Conference,  
in Camrose on February 21, 2018.**

**Additional information on the conference can be found at: [www.growingruraltourism.ca](http://www.growingruraltourism.ca)**



**GROWING RURAL TOURISM**

**Experience the Change  
February 20-22, 2018**

# Champion Award Application Form

780-672-3640 • Toll Free: 1-800-296-8112  
Fax: (780) 672-8140 • E-mail: cre@cre.ab.ca  
www.growingruraltourism.ca

## Application Deadline – February 1, 2018

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

Company/Community/Municipality Name: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email address: \_\_\_\_\_ Web site: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

**Please address the following questions in your narrative application.  
Application should be no more than 4 pages in length and legible.  
All applicants must submit photos and/or short video.**

### Accomplishment

- Emphasis should be placed on accomplishments within the past 2 years.
- Do you operate/own a rural tourism business?
- Please provide a brief description of your business/community (Historical information and future plans.)
- How has your business/community grown? (Give examples of improved profitability and marketplace success.)
- What noteworthy achievements qualify you for recognition?

### Innovation

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

### 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/communities?
- How do you work to educate consumers about rural tourism?

**GROWING** RURAL TOURISM 