

# The 2006 Banff Heritage Tourism Awards

September 14, 2006

The Banff Heritage Tourism Corporation presents the Seventh Annual Heritage Tourism Awards to recognize and honour individuals and businesses that show leadership in applying the objectives of the park's Heritage Tourism Strategy.

## Eligibility

Individuals, organizations and businesses operating in Banff National Park are encouraged to nominate their own projects or the work of others in any of these categories. To be eligible, applicants are required to have their employees attend the Banff's Best Heritage Orientation Program, or an authorized equivalent. To book a program for your business, or for further information on the program, contact the Mountain Parks Heritage Interpretation Association (MPHIA) at 403-760-2854 or for an on-line version, visit [www.banffsbest.com](http://www.banffsbest.com).



## Application Format

Applications may be made for more than one award category.

Each application must be submitted electronically (via email or on diskette/CD). The total file size of all combined components of the application must not exceed 2,500 KB.

Applications should contain:

1. A descriptive overview of 1000 words or less (in MS Word) indicating:
  - The award category for which the nomination is being made, name(s) of the nominee, contact information
  - Relevance to award category
  - Goals or expectations established
  - Success of execution or delivery
  - Impact achieved
2. Relevant photos, logos or samples, up to a maximum of five documents (in low-resolution .jpg or .tif formats)

Submit your complete application one of three ways:

1. email [robyn@banffheritagetourism.com](mailto:robyn@banffheritagetourism.com)
2. mail the diskette or CD to P.O. Box 3219, Banff, AB T1L 1C8
3. deliver the diskette or CD to Banff Lake Louise Tourism (Suite 375, Cascade Plaza)

## *Deadline For Applications*

*The deadline for submissions is October 19<sup>th</sup> 2006.*

## *The Awards Dinner*

*All nominees and winners will be recognized at the awards dinner, which will be held at The Fairmont Banff Springs, on Thursday, November 16<sup>th</sup>. Reception starting at 5:30 p.m., Dinner at 6:45 p.m..*

*Tickets for this special event are only \$65 per person plus GST, (\$80 after October 31) or \$455 plus GST per table (of eight). Order your tickets by calling 403-762-7610, or tickets will be available at Banff Lake Louise Tourism (Cascade Plaza), October 1. Please make cheques payable to the Banff Heritage Tourism Corporation.*

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*Heritage tourism is the active fostering of local and visitor appreciation and stewardship of the nature, history and culture of Banff National Park, the town of Banff, the village of Lake Louise and surrounding areas.*

## **The Heritage Tourism Strategy Objectives**

In order to realize the Heritage Tourism Strategy it is necessary to fulfill four linked objectives. The objectives of the Banff Bow Valley Heritage Tourism Strategy are:

1. to make all visitors and residents of Banff National Park and the Town of Banff aware they are in a national park and World Heritage Site by actively fostering appreciation and understanding of the nature, history and culture of Banff National Park, the Town of Banff and surrounding areas;
2. to encourage, develop and promote opportunities, products and services consistent with our heritage and environmental values;
3. to encourage environmental stewardship initiatives upon which sustainable heritage tourism depends;
4. to strengthen employee orientation, training and accreditation programming as it relates to sharing heritage understanding with visitors.

*For further information on the Banff Bow Valley Heritage Tourism Strategy and its Awards Program, please contact  
Robyn Dinnadge, Executive Director,  
Banff Heritage Tourism Corporation at  
403-762-7610  
or visit [www.banffheritagetourism.com](http://www.banffheritagetourism.com)*

## Award Categories

The Banff Heritage Tourism Corporation is seeking nominees in the following seven Heritage Tourism Award categories. All categories take into consideration how applicants apply the four objectives of the Heritage Tourism Strategy (see above).

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### *Most Innovative Commitment to National Park and World Heritage Site Awareness*

Recognizing the most innovative and effective mechanism used to ensure that park visitors know they are in a national park and World Heritage Site and what makes these places unique and special.

### *Best Heritage Related Experience*

Recognizing the delivery of an experience, product or service consistent with our heritage values.

### *Best Environmental Practice*

Recognizing practices that demonstrate leadership in addressing ecosystem concerns in Banff National Park.

### *Strongest Commitment to Staff Heritage Orientation*

Recognizing commitment to the hiring, orientation and/or long term training of those charged with the responsibility of sharing heritage information and values with park visitors.



### *Outstanding Heritage Interpreter*

Awarded by MPHIA (Mountain Parks Heritage Interpretation Association), this award recognizes an individual who has demonstrated excellence in interpreting the natural and cultural heritage of the Rocky Mountains in Banff National Park. The outstanding heritage interpreter is an individual whose dedication and belief in the goals of heritage interpretation is demonstrated through their passion and actions in the field.



### *Built Heritage*

Awarded by the Banff Heritage Corporation, this award recognizes the preservation, restoration, rehabilitation, and/or promotion of a built heritage resource within the Town of Banff.

### *Award for Heritage Excellence*

This is the Grand Prize of the Awards Program. It is awarded for the best exemplification of heritage tourism values, making a lasting commitment to the understanding, appreciation and celebration of the nature, history and culture of Banff National Park.

## *Heritage Tourism Awards Winners 2005*

*The Banff Heritage Tourism Corporation congratulates all the recipients of the 2005 Heritage Tourism Awards. These individuals and businesses have shown leadership in applying the objectives of the park's Heritage Tourism Strategy.*

*Most Innovative Commitment to National Park and World Heritage Site Awareness  
Parks Canada's Mountain W.I.T. (Mountain World Heritage Interpretive Theatre) for "Faces of Fire"  
Honorable Mention: Banff Gondola's "Giant Compass Interpretive Display"*

*Best Heritage Related Experience  
Whyte Museum of the Canadian Rockies for Museo Packs*

*Best Environmental Practice  
Lake Louise Mountain Resort*

*Best 'Alberta Centennial' Themed Initiative  
The Crag & Canyon Newspaper for Centennial Reflections  
Honorable Mention: Mount Temple Chapter IODE.*

*Outstanding Heritage Interpreter  
Ward Cameron*

*Built Heritage  
The Cascade Masonic Lodge Members for Cascade Lodge No. 5, G.R.A., A.F. & A.M..*

*Award for Heritage Excellence  
Wendy Bush*

*For a complete list of award winners from previous years, please visit our website.*

*Winners will receive a custom-designed award, local & regional media coverage, listing in the official registry of Heritage Tourism products & services database on [www.banffheritagetourism.com](http://www.banffheritagetourism.com), and use of the Heritage Tourism Awards logo.*