

## Calgary awarded six of nine Alberta Tourism Excellence Awards

Calgary, October 25, 2011 – Alberta's tourism industry recognized Calgary as a premium tourism destination awarding six of nine Alto Awards to members of Calgary's tourism industry at Travel Alberta's 2011 Alberta Tourism Awards on Monday night at the Fairmont Banff Springs Hotel.

"Calgary is showing a tremendous surge in its tourism industry just in time to capitalize on a pivotal 2012 year of celebration," said Randy Williams, Tourism Calgary President and CEO. "The breadth and depth of our offering across the award categories, the new facilities we have to share, the Cultural Capital of Canada designation, and our many massive centennial celebrations all point to the fact that Calgary is the place to visit in 2012."

The Alberta Tourism Awards, known as the "Altos", awarded the 2011 Marketing Partnership Award to [Tourism Calgary](#) and its partners in recognition of the partnership between the multiple Calgary organizations that collaborated on the "Experience WOW" campaign.

"Tourism Calgary was able to create a strong marketing campaign through the efforts of our partners. It continues to be our belief and guiding principle that we are stronger together; telling one story with one voice," said Gisele Danis, Tourism Calgary Vice President, Marketing.

In addition five other Altos were awarded to Calgary partners for Alberta Pride, Friends of Tourism, Excellence in Marketing and Service Excellence. Full details on category [finalists](#) and [winners](#) can be found at Travel Alberta's newsroom.

"This win recognizes the accumulation of effort from the entire dedicated staff at [Heritage Park](#)," said Alida Visbach, President and CEO of Heritage Park Historical Village in celebration of the Service Excellence award. "We have rallied together over the past two years to focus on our customers and their overall experience. We are honoured to be recognized for our customer service by our respected industry peers".

[Anderson Vacations](#), a Calgary-based company, was another Calgary recipient awarded the Alberta Pride award. "We are very thrilled, and honoured, to be chosen as an example of Alberta Pride," said Jon Schmiemann, Business Development Manager, Western Canada for Anderson Vacations. "As an Alberta owned and operated company, we genuinely take pride in our home, and love sharing it with the world."

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For more information about Tourism Calgary:

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