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The **Growing Rural Tourism Conference** is an initiative of the Camrose Regional Exhibition, Alberta Tourism, Parks & Recreation, Alberta Agriculture & Rural Development and Travel Alberta. The 11th annual conference will be hosted by the Camrose Regional Exhibition on April 4 - 6, 2011. This year's theme is Experience Rural Tourism.



## Tourism is big in Alberta!

Tourism is Alberta's fourth largest industry, ranking behind the Petro-Chemical Industry, Forestry and Agriculture. It is estimated that there are currently 150,000 full-time, part-time and seasonal jobs in this industry.

While this is a very positive position for the industry, the benefits generated by the industry have been traditionally accrued by locations on the eastern slopes of the Rocky Mountains, and by the major cities of Alberta. Few of these benefits have been realized by the rural communities that populate the rest of Alberta - until now!

## What is this conference about?

Rural communities in Alberta and across Canada have begun looking towards tourism as a viable industry to diversify their local economies. The Growing Rural Tourism Conference brings together groups who have embraced innovative Tourism strategies and partnerships, and those looking at how they might bring new sources of revenue and employment to their own communities.

Renowned Rural Tourism experts and participants from a broad cross-section will share successes, challenges, and ideas for future growth. Comments from last year's participants indicated that the conference was a powerful tool in initiating strategic tourism planning.

### SHOWCASE YOUR MUNICIPALITY OR BUSINESS

Alberta Shows Off is an opportunity to present and share your product with all conference delegates.

Join rural Alberta's community leaders and small business owners April 4 - 6 at the Camrose Regional Exhibition for the 11th Annual Growing Rural Tourism Conference. This year's conference includes inspiring keynote presentations, concurrent sessions, delicious meals, an evening Gala and presentation of the Rural Tourism Champion Award, entertainment, and an opportunity to network with fellow tourism industry representatives and operators. Both educational and entertaining, this is an event you won't want to miss!

**Early Bird Registration deadline: March 4, 2011**