



Canadian Rocky Mountain Resorts Wins the Business of the Year Award at the 2013 Canadian Tourism Awards

December 4, 2013 (Calgary, AB) – Canadian Rocky Mountain Resorts (CRMR) is proud to announce that we have won the Business of the Year award at the 2013 Canadian Tourism Awards, presented by The Toronto Star and Visa Canada. In a first ever tie, we will be sharing this accolade with King Fisher Oceanside Resort & Spa.

The Air Canada Business of the Year Award is presented to a tourism business that exemplifies industry best practices in all aspects of its operations, and is thus an example of all-round business excellence in the tourism industry.

The awards were presented last evening in a gala ceremony at the Fairmont Château Laurier in Ottawa.

“As a family company, we are incredibly excited about this win,” says Pat O’Connor, owner of CRMR. “With a commitment to growth, innovation and product development, we strive to deliver a memorable tourism experience that is unique for our guests and complements our natural surroundings. From the Sunshine Coast in British Columbia (B.C.) to the Canadian Rockies in Alberta and B.C., we are very fortunate to share these beautiful destinations with our guests.”

Since 1986, Canadian Rocky Mountain Resorts has been a part of the tourism industry. Consisting of three upscale boutique lodges – Buffalo Mountain Lodge in Banff, Emerald Lake Lodge in Field, B.C, and Deer Lodge in Lake Louise – four unique restaurants located in Calgary – Bar C, Divino, Cilantro, and The Ranche, a game ranch called Canadian Rocky Mountain Ranch (CRM Ranch), a specialty market called CRMR at Home as well as Painted Boat Resort & Spa on the Sunshine Coast of B.C., CRMR has hosted thousands of international, national and local visitors - as well as employed them.

A holistic business model allows the company to ensure quality, reduce operational costs and maintain jobs within the company. The baked goods at the lodges and restaurants are produced through CRMR’s own bakery, Panino; the elk & bison found on the menu of each property are raised naturally without hormones or antibiotics on CRMR’s own game ranch; and the laundry is all done at CRMR’s own laundry facility. Not only does CRMR benefit from the use of their own products and services, but many other hotels or businesses use our products or facilities. These attributes allow CRMR to provide the best possible experience for their guests and thrive as a business.

The Canadian Tourism Awards are presented annually by the Tourism Industry Association of Canada to recognize success, leadership and innovation in Canada's tourism industry,

Canadian Rocky Mountain Resorts is a family of companies consisting of Emerald Lake Lodge in Field, British Columbia, Deer Lodge in Lake Louise, Alberta, Buffalo Mountain Lodge in Banff, Alberta, and Painted Boat Resort on the Sunshine Coast of B.C. CRMR also owns four Calgary restaurants: Cilantro, The Ranche, Bar C, and Divino Wine & Cheese Bistro, as well as CRMR at Home Retail Market, a game ranch, The Canadian Rocky Mountain Ranch, a Calgary wine boutique, Bin 905, and Panino Bakery.



and to reward those people, places, organizations and events that have gone above and beyond to offer travelers superior tourism experiences in Canada.

For more information please visit: <http://tiac.travel/cgi/page.cgi/awards.htm>

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