



**2006 Alto Ambassador Award Recipient
Jim Hansen, retired president & CEO
Alberta Hotel & Lodging Association
Edmonton**

Jim Hansen named 2006 Alto Ambassador

The Alberta Tourism Awards Committee has announced Jim Hansen, retired president and chief executive officer of the Alberta Hotel & Lodging Association and long-time advocate for Alberta's tourism industry, has been selected this year's recipient of the Alto Ambassador award.

"I firmly believe that you will find few individuals whose work has been as far reaching as his," says Will Schmidt, former chairman of the Board of the Alberta Hotel & Lodging Association and a member of the Strategic Tourism Marketing Council, which supports the awards program.

Among Hansen's numerous achievements in his 20 years as president and CEO of the hotel association, was his leadership that brought together other industry associations to form the Tourism Coalition of Alberta in 1999. The coalition worked as a collective voice that ultimately brought about the elimination of Alberta's Hotel Room Tax and the introduction of the Tourism Levy in 2004.

Full background on Jim and an interview with the new Alto Ambassador are available online at: Industry.TravelAlberta.com (see Features column).

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Sponsored by the Calgary Airport Authority, the Alto Ambassador Award recognizes an exceptional Albertan who has made an outstanding contribution to the provincial tourism industry. This individual is a role model who has consistently demonstrated leadership throughout his or her career.

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