



**ALASTAIR &
FRANCES
CAMPBELL
TOURISM
ACHIEVEMENT
AWARD**

Event Presented

2019 Tourism Summit |
Charting the Future

Date Presented

December 3, 2019

Presenting Organization

Tourism Industry Association of
Nova Scotia (TIANS)

Description

An individual who has demonstrated long-term commitment, energy, service, and vision to the enhancement of the Tourism Industry in Nova Scotia.

Award Recipient

Mr. Earl Timmons

The Alastair and Frances Campbell Tourism Achievement Award is presented to an individual who has demonstrated lifelong commitment, energy, and service to the Tourism Industry in Nova Scotia.

This year's recipient has made significant contributions to the economic, social, and cultural strength of the province's tourism economy. From the horizon of his beloved Cape Breton, this year's winner carved out a variety of sustainable businesses, including gift shops, food and beverage operations, and a lovely, scenic campground in the beautiful Nyanza Valley.

Born in New Waterford, his early life saw the family move to Toronto when he was 12 years old. While travelling back home - in 1970 - he vacationed in PEI, where he was handed a Visitor's Guide that kept him in the province longer than he had planned. Upon his return, he approached Cape Breton Tourism, suggesting he could do something similar; with that the first official Travel Guide for Cape Breton - "What's Happening" - was published.

This year's winner is an optimistic forward thinker. He purchased his large property, envisioning a future stopping place and decision point for people travelling the Cape Breton Trailways. He named his venture "Cabotland," and over time, as the business evolved - with numerous services for the travelling public - it became known simply for the beautiful red barn structure that sat on the edge of the highway. And thus, the Red Barn Gift Shop and Restaurant was born.

Before people recognized culture as a key component of the tourism experience, this recipient understood travellers' desire for authenticity. This year's winner supported the talented artists and culture within his midst, selling their products and bringing much needed economic activity to numerous communities.

As the tourism industry began to organize itself and create standards and joint marketing initiatives, this recipient was instrumental in creating what is today the Campground Owners Association of Nova Scotia - COANS; eventually leading as President and earning the respect of government on policy matters affecting the growth of campgrounds. He was instrumental in the 2001 Camping Industry Study, which was heralded around the country as the first in-depth review on the potential of the camping sector.

This recipient has always seen the intrinsic value of cooperation and teamwork. During his tenure as COANS President he joined forces with TIANS to strengthen the organization and assist operators in improving their overall business practices.

He is a strong community supporter and extends his generosity to local organizations and events. At the age of 75, he remains active in his community - service to others is simply his way of life.

In a world that often places emphasis on things that are not real and true, this year's winner reminds us that the attributes of integrity, honesty, hard work, and humility remain the best traits for someone privileged enough to work and serve in Nova Scotia's tourism industry.

For his longstanding commitment, his vision, and his service to the industry, TIANS is honoured to present the 2019 Alastair and Frances Campbell Tourism Achievement Award to Mr. Earl Timmons.