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Gordon Bell Honored by Leading Travel Association

LEXINGTON, Ky. — The late Gordon Bell, owner of Three Valley Gap Heritage Ghost Town and Three Valley Lake Chateau in Revelstoke, British Columbia, has been selected as a recipient of the NTA Pioneer Award. Presented by the National Tour Association at its annual tour operator meeting, Bell was posthumously recognized for his contributions to both the association and the travel and tourism industry overall.

“The National Tour Association Board of Directors selected Gordon Bell as the recipient of the 2009 Pioneer Award because his many accomplishments have made a significant impact on the travel industry,” said NTA President Lisa Simon, CTP. “Gordon was a true pioneer in every sense of the word and his contributions continue to benefit travelers from all over the world.”

Gordon and his wife started the heritage town in Three Valley Gap in 1961. It began as a seven-room motel, a coffee shop and a museum. They purchased 20 acres of swamp land a year later, which allowed them to expand into what is now a thriving resort with 200 guest rooms, restaurants, gardens and a Heritage Ghost Town, all of which is run by a self-sustaining hydro plant that Gordon developed and installed.

The Bell Family is continuing his legacy of preserving and displaying history in British Columbia, and Three Valley Gap Heritage Ghost Town remains as a member of the National Tour Association. His daughter, Rene Bell Bourget, and granddaughter, Diana Bostock, accepted the award on behalf of the Bell family at the NTA Spring Meet in Monterey, California. The story of their father and grandfather’s work received a rousing standing ovation from the more than 220 NTA members in attendance.

The National Tour Association is the preferred association in the tourism industry for packaged travel professionals. NTA strives to provide value for its members by advancing the packaged travel industry through its advocacy efforts and progressive leadership. Connecting its members through business development, government relations, professional development and research, NTA has remained committed to serving its members with integrity and quality service since its founding in 1951. Today, the NTA membership represents 40 countries, and includes tour and travel packagers of all types. To learn more about the most important destination for packaged travel professionals, please visit www.NTAonline.com.