

2018 Canadian Tourism Awards – Sample Application Form

Use this form to prepare your answers. Please use the nomination website to submit your nominations. Additional information is available at www.tiac.travel

The Adventure/Outdoors Award

The Adventure/Outdoors Award will be presented to the tourism business or organization that provides outstanding outdoor adventure tourism experiences.

The judging criteria in this category are:

1. Promotes visitor participation and personal challenge (20%)
2. Provides outdoor experiences that showcase and promote regional tourism (20%)
3. Contribution to or enhancement of the tourism industry (20%)
4. Commitment to visitor/participant satisfaction and product development (20%)
5. Fosters an appreciation and enjoyment of the great outdoors (20%)

About the Nominee

Nominee's Name:

Nominee's Address:

Postal Code:

City:

Province:

The nominee is best described as an:

- Independent Business
- Franchise
- Corporation
- Government Agency/Crown Corp.
- Event
- Marketing Organization
- Other:

If shortlisted, who should we contact?

First Name:

Last Name:

Professional Title:

Company Name:

Phone Number:

Email:

Nomination Questions

1. **Briefly introduce the nominee and provide an overview as to why the nominee is deserving of this award. (100 words)**
2. **Demonstrate the nominee promotes visitor participation and personal challenge. (250 words)**

For this question, the nominator could: Describe the nominee's approach to hospitality, customer service and the visitor experience; how the vision is articulated to employees and visitors, etc.

3. **Demonstrate the nominee provides outdoor experiences that showcase and promote regional tourism. (250 words)**

For this question, the nominator could: Describe how the nominee utilizes the regional/local environment to promote the area; highlights regional/local landmarks, etc.

4. **Demonstrate the nominee's contribution to or enhancement of the tourism industry. (250 words)**

For this question, the nominator could: Describe how the nominee generates/stimulates tourism to/within Canada or the host community; the level of participation/attendance at local attractions; how the institution helps to support/stimulate the local economy; etc.

5. **Demonstrate the nominee's commitment to visitor/participant satisfaction and product development. (250 words)**

For this question, the nominator could: Describe what equipment improvements or facility upgrades have been/will be undertaken to better the visitor experience; what improvements to the décor, signage or product animation have been undertaken; how the nominee works to continuously enhance, update or improve the visitor atmosphere or environment, etc.

6. **Demonstrate the nominee fosters an appreciation and enjoyment of the great outdoors. (250 words)**

For this question, the nominator could: Describe how the nominee acts as steward for the local landscape; how the nominee takes on a leadership role in adopting practices and measures that promote respect for the outdoors; demonstrate that the nominee endeavours to engage in ecologically sustainable practices which contribute to the overall sustainability of the industry; etc.

7. Is there anything else that the judges should know about the nominee? (100 Words Max)

Attachments

These may be used in the awards slide show if your nomination is shortlisted.

What to Include?

If you are nominating a marketing campaign, please show the creative materials; if you are nominating for community service, you might want to show pictures of your team at a community event; etc.

Photos: RECOMMENDED 3-5 images, .jpg and .tiff files accepted (please no .pdf)
High resolution, minimum 300 dpi

Videos/Web Links: OPTIONAL 1-2 minutes max., .AVI, .MP4 and .MOV files accepted

Youtube Links:

Website Links:

Please add photos and documents at the next screen.