

2018 Canadian Tourism Awards – Sample Application Form

Use this form to prepare your answers. Please use the nomination website to submit your nominations.

NEW! The Airport Innovation and Excellence Award

The Airport Innovation and Excellence Award will be presented to an airport, airport authority or individual with an airport or airport authority whose strategy or program enhances the experience and/or the safe facilitation of travellers, thereby contributing to Canada's reputation as a top international destination. Nominations can include innovation and excellence in one or more of the following areas: customer experience, environmental management, infrastructure development, operations, non-aeronautical development and technology.

The judging criteria in this category are:

1. Creativity/originality/uniqueness of the innovation (20%)
2. Efficacy & viability of the strategy or program (20%)
3. Positively impacts visitor experience (20%)
4. Exemplifies or stimulates the development of a broader growth, innovation and product development strategy (20%)
5. Contributes to or enhances the local, provincial and/or national tourism industry (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 enhances the experience for travellers arriving to Canada through one of our many airports, thereby contributing to Canada's reputation as a top international destination. (250 words)**

For this question, the nominator could: Describe the nominee's approach to facilitating or delivering a unique or positive experience for a traveller when coming to Canada.

3. **Demonstrate the nominee delivers or facilitates an efficient and safe environment for travellers when coming to Canada. (250 words)**

For this question, the nominator could: Describe the nominee's approach to travellers' efficiency and safety when arriving to Canada..

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 positively impacts tourism to/within Canada; how the nominee helps to support/stimulate the local economy; etc.

5. **Demonstrate the nominee's commitment to visitor satisfaction. (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, etc.

6. **Demonstrate the nominee's innovation and excellence in one or more of the following areas: customer experience, environmental management, infrastructure development, operations, non-aeronautical development and technology. (250 words)**

For this question, the nominator could: Describe how the nominee has implemented improvements to the overall customer experience when arriving to an airport in Canada; 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 on the next screen.