

# 2019 Canadian Tourism Awards – Sample Application Form

Use this document to prepare your answers. To submit your nomination, head over to TIAC's website: [tiac-aitc.ca/cgi/page.cgi/nominate.htm](http://tiac-aitc.ca/cgi/page.cgi/nominate.htm)

## Attraction & Adventure Award

The Attraction & Adventure 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%)

### NOMINEE Contact Info

**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:

### Nomination submitted by:

**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.

<b>Photos:</b>	RECOMMENDED	3-5 images, .jpg files accepted ( <b>please no .pdf</b> ), high resolution, minimum 300 dpi
<b>YouTube Links:</b>	OPTIONAL	Only videos uploaded to YouTube, Vimeo, etc can be viewed – <b>please do not attach video files</b>
<b>Website Links:</b>	OPTIONAL	