2020 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

Attractions & Events Award

The Attractions & Events Award will be presented to a tourism business or organization that provides an outstanding attraction, event or festival that exemplifies industry best practices in all aspects of its operations, and thus serves as an example of excellence to the greater tourism industry.

The judging criteria in this category are:

1. Promotes visitor/spectator participation and satisfaction (20%)
2. Provides experiences that showcase and promote regional tourism (20%)
3. Contribution to or enhancement of the tourism industry (20%)
4. Promotes tourism and economic activity in the host community (20%)
5. Social and/or cultural impact on Canada or the host community year-round (20%)

NOMINEE Contact Info

Nominee's Name:
Nominee's Email:
Nominee's Phone Number:
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:
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 is committed to visitor/spectator participation and satisfaction.** (250 words)
   
   For this question, the nominator could: Describe how the nominee consistently meets and/or exceeds visitor/spectator expectations; how the nominee works to consistently deliver memorable tourism experiences.

3. **Demonstrate the nominee provides 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 local tourism industry.** (250 words)
   
   For this question, the nominator could: Describe how the nominee enhances the host community’s image as a superior tourism destination; how the attraction, event, or festival impacts visitor perceptions of the host community; etc.

5. **Demonstrate the nominee promotes tourism and generates economic activity in the host community.** (250 words)
   
   For this question, the nominator could: Describe how the nominee generates tourism to/within Canada or the host community; the level of participation/attendance; how the attraction, event, or festival helps to support the local economy; etc.

6. **Demonstrate the nominee has a positive social and/or cultural impact or legacy that are evident in its host community or Canada year-round.** (250 words)
   
   For this question, the nominator could: Describe how the nominee positively impacts the host community throughout the entire year; how the nominee promotes community involvement and/or volunteerism that benefits the tourism industry and/or the local community; etc.
7. Is there anything else that the judges should know about the nominee? (100 Words Max)

ATTACHMENTS

These **WILL** be used in the production of the awards video if your nomination is shortlisted.

**What to include?**

Attachments are for media files only. Only text submitted in the appropriate form fields are reviewed, no text files submitted as an attachment will be viewed by judges.

If you are nominating a marketing campaign, please show the creative materials; if you are nominating for responsible tourism, you might want to show pictures of your initiatives or the positive side effects; etc.

**Please do not submit any PDF files, video files or PowerPoint files.**

**Photos:** RECOMMENDED  5 images, .jpg or .png files accepted **(please no .pdf)**, high resolution, minimum 300 dpi

**YouTube Links:** RECOMMENDED Only videos uploaded to YouTube, Vimeo, etc. will be viewed – **please do not attach video files**

**Website Links:** OPTIONAL