

# 2021 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)

## Business Excellence Award

The Business Excellence Award will be presented to a tourism business that exemplifies industry best practices in all aspects of its operations, and is thus an example of all-round business excellence in the tourism industry.

The judging criteria in this category are:

1. Overall strength & long-term viability of the business/business model/strategy (20%)
2. Commitment to visitor/participant/spectator satisfaction (20%)
3. Commitment to growth, innovation and product development (20%)
4. Contribution to or enhancement of the tourism industry (20%)
5. Commitment to human resources development (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 has developed a strong, successful and viable business model, strategy or concept that is founded on solid management principles, industry research and analysis. (250 words)**

*For this question, the nominator could: Describe the strength and viability of the business model; the financial success of the business; the business' potential for short- and long-term growth and continued success; etc.*

3. **Demonstrate the nominee is committed to visitor/participant/spectator satisfaction. (250 words)**

*For this question, the nominator could: Describe how the nominee consistently meets and/or exceeds visitor expectations; how the nominee works to consistently deliver memorable tourism experiences; any recognition, acclaim or awards received by the nominee; etc.*

4. **Demonstrate the nominee is committed to growth, innovation and product development. (250 words)**

*For this question, the nominator could: Describe how the nominee works to improve the quality of their tourism business, products or services; etc.*

5. **Demonstrate the nominee contributes to, or enhances the local, provincial and/or national tourism industry. (250 words)**

*For this question, the nominator could: Describe how the nominee enhances the professionalism and image of the tourism industry; describe how the nominee contributes to the promotion or support of the tourism industry; describe how the nominee works with other stakeholders/organizations to promote the growth of the industry; etc.*

6. **Demonstrate the nominee is committed to human resources development. (250 words)**

*For this question, the nominator could: Describe the nominee's efforts in employee recruitment, retention, training, motivation and development; 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.**

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