

# 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)

## Business of the Year Award

The Business of the Year 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 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 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 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	