

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

Culinary Tourism Award

The Culinary Tourism Award will be presented to the tourism business or organization that delivers an authentic consumer experience showcasing Canadian food and beverage.

The judging criteria in this category are:

1. Demonstrates innovation in showcasing authentic culinary experiences in their region/destination (25%)
2. Exemplifies Canada as an international culinary destination (25%)
3. Promotes quality Canadian food or drink products (25%)
4. Contribution in promoting regional culinary tourism experiences (25%)

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's innovation in showcasing authentic culinary experiences in their region or destination. (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; what management techniques are used to develop and promote this approach, etc.

3. **Demonstrate the nominee exemplifies Canada as an international culinary destination. (250 words)**

For this question, the nominator could: Describe how the nominee sets Canada apart from other international culinary destinations, etc.

4. **Demonstrate the nominee promotes quality Canadian food or drink products. (250 words)**

For this question, the nominator could: Describe how the nominee honours traditional Canadian fare or created new Canadian fare; how the nominee has worked to change workplace culture and build awareness of the culinary experience.

5. **Demonstrate the nominee contributes in promoting regional culinary tourism experiences. (250 words)**

For this question, the nominator could: Describe what marketing and other tools the nominee has utilized to promote regional culinary tourism; how the nominee works to continuously enhance, update or improve the visitor atmosphere or environment; how the nominee has expanded the range of services and added local partnerships to better the culinary experience; etc.

6. **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 files accepted (please no .pdf), high resolution, minimum 300 dpi
YouTube Links:	OPTIONAL	Only videos uploaded to YouTube, Vimeo, etc can be viewed – please do not attach video files
Website Links:	OPTIONAL	