

2018 Canadian Tourism Awards – Sample Application Form

Use this form to prepare your answers. Please use the nomination website to submit your nominations. Additional information is available at www.tiac.travel

The Event of the Year Award

The Event of the Year Award will be presented to an event or festival that exemplifies industry best practices in all aspects of its operations, and thus serves as an example of excellence to other events and festivals and the greater tourism industry.

The judging criteria in this category are:

1. Commitment to visitor/participant/spectator satisfaction (20%)
2. Commitment to growth, innovation and product development (20%)
3. Stimulates economic activity during the event/festival (20%)
4. Promotes tourism and economic activity year-round in the host community (20%)
5. Social/cultural impact on Canada or the host community (20%)

About the Nominee

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:

If shortlisted, who should we contact?

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 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.

3. **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 event/festival; any recent upgrades to the event facility; any recent changes to the festival/event programming, etc.

4. **Demonstrate the nominee generates/stimulates tourism and economic activity in the host community during the event/festival. (250 words)**

For this question, the nominator could: Describe the level of participation/attendance at the event/festival; the proportion of visitors that are tourists; the nature of any partnerships with other tourism businesses and stakeholders; how the event/festival stimulates the local economy; etc.

5. **Demonstrate the nominee promotes tourism and economic activity in the host community year-round. (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 event/festival impacts visitor perceptions of the host community; etc.

6. **Demonstrate the nominee has a positive social/cultural impact and/or legacy that are evident in its host community year-round. (250 words)**

For this question, the nominator could: Describe how the event/festival 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; how the nominee is committed to corporate social responsibility initiatives; how the local community views or receives the event/festival; etc.

7. Is there anything else that the judges should know about the nominee? (100 Words)

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 and .tiff files accepted (please no .pdf)
High resolution, minimum 300 dpi

Videos/Web Links: OPTIONAL 1-2 minutes max., .AVI, .MP4 and .MOV files accepted

Youtube Links:

Website Links:

Please add photos and documents at the next screen.