

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

Small Business of the Year Award

The Small Business of the Year Award will be presented to a tourism business (with fewer than 20 employees) 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)**

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	