

# 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](http://www.tiac.travel)

## Small or Medium-Sized Business of the Year Award

The Small or Medium-Sized 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%)

### 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 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**

Attachments are optional. Your entry will not be judged specifically on the quality of attachments but you can provide context to your answers. These may or may not be viewed by the judges and may be used in the gala slide show if your nomination is shortlisted.

What to Include?

We don't recommend spending hours making original files. If you are nominating a marketing campaign, you might want to 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.

Videos/Web Links:	OPTIONAL	1-2 minutes maximum
Photos:	RECOMMENDED	3-5 large jpg. images
Documents	OPTIONAL	e.g. .pdf pamphlet or brochure

**Youtube Links:**

**Website Links:**

Please add photos and documents at the next screen.