**2020 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

**Tourism Innovation Award**

The Tourism Innovation Award will be presented to the tourism business or organization that develops the most innovative new tourism product, service or process, or the most innovative new approach to an existing tourism product, service or process that positively impacts the tourism business or the tourism industry as a whole.

The judging criteria in this category are:

1. Creativity/originality/uniqueness of the innovation (20%)
2. Complements or enhances the range of tourism products (20%)
3. Positively impacts visitor/participant/spectator satisfaction (20%)
4. Exemplifies or stimulates the development of a broader growth, innovation and product development strategy (20%)
5. Promotes long-term growth in the tourism industry (20%)

**NOMINEE Contact Info**

Nominee's Name:  
Nominee’s Email:  
Nominee's Phone Number:  
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:  
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 an innovative and refreshing new tourism product, service, process, or an innovative approach that positively impacts the nominee’s business or the tourism industry as a whole. (250 words)
   
   *For this question, the nominator could: Describe what is creative, original or unique about the nominee’s contribution; how the concept emerged; what research, analysis and evaluation was conducted; etc.*

3. Demonstrate how the innovation complements or enhances the range of tourism products/services/experiences available to visitors locally, provincially or nationally. (250 words)
   
   *For this question, the nominator could: Describe how the innovation helps drive product development, innovation and renewal among other organizations in the tourism industry; etc.*

4. Demonstrate how the innovation positively impacts visitor/participant/spectator satisfaction. (250 words)
   
   *For this question, the nominator could: Describe how the innovation helps the nominee consistently deliver memorable tourism experiences; how the innovation helps the nominee improve the quality of their tourism business, products or services; any recognition, acclaim or awards received by the nominee; etc.*

5. Demonstrate how the innovation exemplifies or stimulates the development of a broader growth, innovation and product development strategy. (250 words)
   
   *For this question, the nominator could: Describe how the innovation helps drive product development, innovation and renewal within the organization; how the innovation has served as a launchpad for further innovation and development; etc.*

6. Demonstrate the innovation helps the nominee contribute to the long-term growth of the tourism industry locally, provincially or nationally. (250 words)
   
   *For this question, the nominator could: Describe how the innovation helps the nominee enhance the professionalism and image of the tourism industry; etc.*
7. **Is there anything else that the judges should know about the nominee? (100 Words)**

ATTACHMENTS

These **WILL** be used in the production of the awards video if your nomination is shortlisted.

**What to include?**

Attachments are for media files only. Only text submitted in the appropriate form fields are reviewed, no text files submitted as an attachment will be viewed by judges.

If you are nominating a marketing campaign, please show the creative materials; if you are nominating for responsible tourism, you might want to show pictures of your initiatives or the positive side effects; etc.

**Please do not submit any PDF files, video files or PowerPoint files.**

<table>
<thead>
<tr>
<th>Photos:</th>
<th>RECOMMENDED</th>
<th>5 images, .jpg or .png files accepted <em>(please no .pdf)</em>, high resolution, minimum 300 dpi</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube Links:</td>
<td>RECOMMENDED</td>
<td>Only videos uploaded to YouTube, Vimeo, etc. will be viewed – <strong>please do not attach video files</strong></td>
</tr>
<tr>
<td>Website Links:</td>
<td>OPTIONAL</td>
<td></td>
</tr>
</tbody>
</table>