

# 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](http://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 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 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 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.

<b>Photos:</b>	RECOMMENDED	3-5 images, .jpg files accepted ( <b>please no .pdf</b> ), high resolution, minimum 300 dpi
<b>YouTube Links:</b>	OPTIONAL	Only videos uploaded to YouTube, Vimeo, etc can be viewed – <b>please do not attach video files</b>
<b>Website Links:</b>	OPTIONAL	