

## **Interlake Tourism Association Regional Tourism Awards**

### ***Service Excellence Award***

This award recognizes exemplary service and enhancement of visitor experiences as demonstrated through a high degree of visitor satisfaction.

### ***Marketing Excellence Award***

This award recognizes a marketing campaign that contributes to promoting the Interlake as a quality destination and demonstrates effectiveness in increasing tourism in and to the Interlake.

### ***Sustainable Tourism Award***

This award recognizes excellence in the delivery of a product or service that effectively demonstrates sustainable tourism practices. ***Sustainable Tourism*** is defined by the Tourism Association of Canada and Parks Canada as tourism that “*actively fosters appreciation and stewardship of the natural, cultural and historic resources and special places by local residents, the tourism industry, governments and visitors. It is tourism which can be sustained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.*”

### ***Partnership Award***

This award recognizes partnerships and alliances that demonstrate the power and value of cooperative approaches to tourism promotion, development or delivery in the Interlake.

### ***Product Development Award***

This award recognizes a business or organization that has developed or expanded a new or existing tourism product.

### ***Volunteer of the Year Award***

This award recognizes outstanding contributions without financial compensation to the Interlake tourism industry.

### ***Interlake Award of Distinction***

This award recognizes exceptional leadership that helps the Interlake realize distinction as a high quality tourism destination.

## **Directions for Nomination process:**

### **Nominations:** *(all information must be complete)*

- 1) Enter name of Business or Individual you wish to Nominate
- 2) Enter which Award you wish to nominate the business / individual for
- 3) Enter Contact information for your nominee- name, phone number & email address (if available) (all nominees will be contacted prior to voting process)
- 4) Enter your contact information- you must provide your name, phone number & email address (if available) so you can be contacted if more information is required
- 5) Please include the reason you have selected this individual or business for this award- be specific as these facts are what will make the difference for the judges voting on these awards.

## **NOMINATIONS MUST BE SUBMITTED BY JULY 31, 2009 TO BE ELIGIBLE FOR THESE AWARDS**

### **Name of Award:**

**Business or Individual Nominated:**

**Contact information for Nominee:**

**Contact information for person nominating:**

**Reason you have selected this business or individual for this award: Please see details below for each category.**

**Please fax (1-866-399-8038) or email ([interlaketourism@mts.net](mailto:interlaketourism@mts.net)) this form back to Interlake Tourism as soon as possible.**

**Thank you for your interest in promoting the Interlake and for making our region a wonderful place for people to visit and live.**

**Gail McDonald**

**Specifcs of Award Nominations:**

***Service Excellence Award***

Please include:

- 1) How long the nominee has demonstrated a commitment to service excellence
- 2) Examples of how the nominee has supported & enriched visitors experiences
- 3) Describe the nominees training or work experience in relation to service excellence
- 4) Describe any feedback you may have or know of concerning the level of service excellence

***Marketing Excellence Award***

Please include:

- 1) Describe the marketing campaign as you know it- visitor increase, conversion of inquiries to visits
- 2) Describe key markets of the campaign and the prime messages used
- 3) Include methods used to communicate this message
- 4) Describe the length of time of the marketing campaign- (a year, on going etc.)

***Sustainable Tourism Award***

Please include:

- 1) Describe the product or service offered by the nominee
- 2) Describe how the product or service offered by the nominee is associated with or connected to natural, cultural and historic sites or resources, or other special places
- 3) Describe how negative impacts on natural and cultural resources are minimized by the way in which the nominee delivers its product/service
- 4) Describe the ways in which the nominee actively fosters an *appreciation* of the natural and cultural resources ( who is the target market for these services)
- 5) Describe the ways in which the nominee actively fosters *stewardship* of the natural and cultural resources (who is the target market for these services)
- 6) Describe what products demonstrate are unique or demonstrate leadership in sustainable activities
- 7) Describe any social or economic benefits from these type of tourism

- 8) Describe benefits to natural or cultural environments from the sustainable product

### ***Partnership Award***

Please include:

- 1) Describe the goals & objectives of the partners involved
- 2) Describe the key initiatives under this partnership as they relate to tourism promotion, development and/or product/service delivery (what are the respective roles of each of the partners)
- 3) Describe why the partnership was created and the length of time of the partnership
- 4) Describe the range of benefits to the partnership
- 5) Describe what you think are the results of the partnership

### ***Product Development Award***

Please include:

- 1) Describe the product offered by nominee. Is this a new or expanded product?
- 2) Describe why the product was developed and what market product was designed for
- 3) Describe the benefits of the product offered and any goals that have been established
- 4) Describe the impact of tourism to your community and other businesses

### ***Volunteer of the Year Award***

Please include:

- 1) Describe the nominee's volunteer service record in the tourism industry, including duration, role and key responsibilities
- 2) Describe what has been achieved by the business/ organization because of this volunteer
- 3) Describe what qualities and abilities set this volunteer apart from others
- 4) Describe the volunteer's other community & personal interests.
- 5) Describe other types of awards or recognition the nominee has received
- 6) Describe any specific achievements in training or programs related to tourism

### ***Interlake Award of Distinction***

Please include:

- 1) Describe the nominee's current role in Manitoba's tourism industry
- 2) Describe how the nominee has been *directly* involved in the promotion, development or delivery of products or services in the Interlake tourism industry
- 3) Describe how the nominee has been *indirectly* involved in the promotion, development or delivery of products or services in the Interlake tourism industry
- 4) Describe examples of how the nominee has demonstrated vision, integrity, partnership, innovation, and general commitment to excellence in the promotion, development or delivery of tourism products or services in Manitoba
- 5) Describe any awards or recognitions the nominee has received in the past
- 6) Describe specific activities of the nominee that have resulted in notable *improvements in the quality* of tourism products or services in the Interlake
- 7) Describe the most distinguishing characteristic that sets this individual apart