

Tourism Industry Awards of Excellence: **Tourism Innovator of the Year**

This award recognizes an organization or individual that created a new innovative product, policy or service to promote and enhance tourism in their local community, region or the province of Ontario.

Criteria

All nominations are judged against the criteria outlined below. If you wish, you may choose to structure your nomination submission according to the same numbered list. All submissions will be reviewed and judged by an independent committee of industry representatives. Judging of the awards will take place in August 2018.

1. Describe the innovation. What makes it innovative? Did it result in a change to future business practices?
2. How did this innovation contribute to or enhance tourism offerings in the local community, region or province of Ontario? Consider the following (please provide evidence of any metrics provided):
 - a. Increases in the number of visitors to the community, region or province
 - b. Increases in visitor spending
 - c. Increases in return visitors
 - d. Any special recognition or media attention because of the innovation

Eligibility

1. Activities must have taken place between January 2017 and December 2017.
2. Organization/individual must be based in Ontario.

NOTE: Self-nomination and nomination of a third party are permitted.

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Nomination Checklist

Name of Nominated Organization/Individual and Innovation:

Business Address:

Business Telephone:

Business Website:

Please ensure the following have been completed:

- I have reviewed the award criteria and eligibility requirements in full

- I have attached all supporting materials, and understand they will not be returned

- I have completed this checklist, signed and dated it, and included it as a cover page with my submission

Name of Person Submitting Entry/Primary

Telephone of Person Submitting Entry/ Primary

Email of Person Submitting Entry/Primary Contact:

Date

Signature