This award recognizes an organization, individual or experience that has demonstrated a commitment to the development and promotion of authentic, cultural Indigenous experiences for visitors to Ontario.

**How to Apply**

The submission deadline is June 1st, 2020. Submit your nomination using the following link: https://forms.gle/4kAJ59HGhyUwTxHu7

*Please note: Only electronic submissions using the link above will be accepted.*

**Criteria**

- Describe the organization and/or its Indigenous tourism offerings.
  - Does it meet the standard of market-readiness as outlined by the Indigenous Tourism Association of Canada’s National Guidelines?
- Has the organization and/or its offerings stimulated tourism employment and economic activity within Indigenous communities?
- What social and cultural impacts has the organization or experience had on its host community with regards to the advancement of Indigenous culture and community?
- How did the organization or experience 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):
  - Increases in the number of visitors to the community, region or province
  - Increases in visitor spending
  - Increases in return visitors
  - Any special recognition or media attention
  - Increase in employment opportunities

**Eligibility**

1. Nominated organization/experience must be based in Ontario.
2. Nominated organization must be involved in tourism.

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