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.

How to Apply

The submission deadline is June 1st, 2020. Submit your nomination using the following link: https://forms.gle/YRDnuSfPECRJ8ckA8

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

Criteria

• Describe the innovation.
  a) What makes it innovative?
  b) Did it result in a change to future business practices?
• 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 2019 and December 2019.
2. Organization/individual must be based in Ontario.

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