The Lifetime Achievement Award recognizes individuals who have made significant contributions to the development and promotion of Ontario’s tourism industry, and established a visible, long-term record of accomplishment that merits special attention.

The recipient of this award demonstrates a lasting commitment to Ontario tourism through an extended career. Whether through business ventures, efforts towards the sustainability of the industry, or raising awareness of Ontario as a destination, this person’s contributions must have benefitted tourism. Their contributions must also have resulted in positive outcomes for the social, economic, natural or cultural environment in which they have operated.

**How to Apply**

The submission deadline is June 1st, 2020. Submit your nomination using the following link: [https://forms.gle/S44AKjeRsCdXQB7h7](https://forms.gle/S44AKjeRsCdXQB7h7)

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

**Criteria**

- Describe the nominee and their involvement in Ontario’s tourism industry.
  - a) How long has this person been affiliated with tourism in Ontario?
  - b) What positions have they held that contribute to the development of Ontario as a destination?
- How has the nominee furthered growth of the tourism industry through business initiatives, marketing efforts and/or community leadership?
  - a) How has the nominee’s work contributed to the promotion or support of Ontario’s tourism industry?
  - b) How have they enhanced the industry’s regional, provincial, national and/or international profile?
  - c) Have they actively emphasized collaboration and partnership as part of their work?
- Does the nominee have a history of verifiable success?
  - a) Have they contributed to tourism innovation, product development or marketing?
- How has the nominee encouraged development of leadership and other positive qualities among staff and colleagues?
  - a) Have they acted as an inspiration to others through their professionalism, positive attitude and demonstration of respect for others?
  - b) Has the nominee helped or encouraged others in the tourism industry via mentorship or volunteer efforts?
Tourism Industry Awards of Excellence:  
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- How has the nominee inspired, shared and/or developed a vision for the future of his or her own organization, association, or the tourism industry in Ontario?
- Has the nominee received recognition or awards for their contributions in the past? If so, please specify.

Eligibility

1. Nominee must currently be working in Ontario’s tourism industry.
2. Nominee’s career must span more than 20 years (in total, not only in tourism industry).

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