APPLICATION TIPS
ONTARIO TOURISM AWARDS OF EXCELLENCE

1. Tell us what sets you apart and what makes you a leader in Ontario's tourism industry such as:
   - Sustainability initiatives
   - Community initiatives (providing opportunities, engaging youth, etc.)
   - Tourism contributions
     - Does your tourism business increase length of stay and spending?
     - What areas and industries do your businesses effect?
   - Unique offerings that engage visitors and increase customer satisfaction

2. Both creative and formal writing are acceptable if sufficient information is provided
   - You may use bullet points to list

3. Use stats to support claims about:
   - Economic impacts i.e.
     - Investments in the local economy
     - Visitor expenditure
     - % increase in sales for local businesses, etc.
   - Social contributions
   - # of visitors
   - # of impressions/follower gains through social media, etc.

4. Use headings, subheadings, and paragraphs

5. Add page numbers on the bottom right of the page

Extras:
   - Attach supporting materials i.e. videos/reports/findings from surveys that have interesting information
   - Use pictures/visuals
   - Mention awards and media coverage