



14th Annual Manitoba Tourism Awards

MARKETING EXCELLENCE AWARD

The Manitoba Tourism Awards were established to recognize excellence in the promotion and delivery of tourism experiences in Manitoba. The annual Tourism Awards recognize outstanding contributions to the provincial tourism industry, including promoting Manitoba as a quality destination, ensuring an exceptional visitor experience and fostering a professional tourism industry.

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GENERAL ELIGIBILITY CRITERIA

Nominations will be received from any individual, organization or business that supports or contributes to the development of the Manitoba tourism industry. Self nominations are eligible.

Nominations should be based on recent activities. As a general guideline, activities that occur in the 2011 calendar year will be considered recent.

Nominees that do not meet Travel Manitoba's Customer Assurance Plan criteria may not be eligible. For more information, please click [here](#).

NOMINATION PROCESS

Nominations for the 14th Annual Manitoba Tourism Awards will be accepted until noon (CST) on Friday, April 13, 2012. Nominations will only be accepted by email prior to the deadline.

Nominations must adhere to the general eligibility criteria and the category-specific criteria. Multiple category nominations are accepted, but separate forms must be submitted for each category. Nominations must be original each year. Travel Manitoba reserves the right to re-categorize or reject nominations at our discretion.

Acknowledgment from the nominee indicating that they are aware of, and accept their nomination(s) must be received electronically by email or fax from the nominee prior to the nomination deadline.

EVALUATION

The judging panel is comprised of Manitoba tourism industry representatives, and consists of persons who are not associated with the nomination process or any of the nominees. Judges who have a conflict of interest are expected to excuse themselves from judging the category in question.

Late submissions, and those not in the correct PDF format will not be eligible for consideration.

Each question on the nomination form is assigned a weight relative to the total score. The weighting of each question varies, depending on the number of questions and the nature of the questions in each category.

The judges will impartially evaluate the responses to the questions and assign each response a score. The scores for each question are tallied to determine each nominee's total score. The average score is then tallied based on the number of judges for the category.

SUPPORTING MATERIALS

For the Marketing Excellence Award, documents to show the campaign being nominated and its success must be supplied. All supporting materials will be returned to the nominator at the conclusion of the judging process unless otherwise requested by Travel Manitoba.

FINALIST RECOGNITION

Up to three finalists will receive a Manitoba Tourism Awards Finalist Certificate. Finalists will receive one complimentary ticket to the annual Manitoba Tourism Awards celebration event where they will be honoured by their peers.



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MARKETING EXCELLENCE AWARD NOMINATION FORM

Nominee

(please identify the individual, business, or organization being nominated)

Contact Name (if not an individual)

Address

City

Province

Postal Code

Phone

Fax

Email

This nomination is being submitted by:

Name

Company (if applicable)

Address

City

Province

Postal Code

Phone

Fax

Email

****Ensure that the nominee reads, signs, and submits a separate Acknowledgment of Nomination Form prior to the nomination deadline. Completed nomination forms are to be sent to awards@travelmanitoba.com prior to noon (CST), Friday, April 13th.***

If you have any questions regarding the Manitoba Tourism Awards please email awards@travelmanitoba.com, or call 1-800-665-0040 or 204-927-7833.



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MARKETING EXCELLENCE AWARD

The Marketing Excellence Award recognizes a marketing campaign that contributes to promoting Manitoba as a quality destination and demonstrates effectiveness in increasing tourism in and to Manitoba.

The recipient of the award will be a campaign that:

- Converts campaign expenditures into interest in Manitoba's tourism products and visitation;
- Attracts a significant amount of public/media awareness of Manitoba.

1. Describe the goals and objectives of the marketing campaign, including the target markets.
(15 points – 350 words/2100 characters max)

2. Describe the marketing campaign, including the key messages and activities used in this promotion.
(15 points – 350 words/2100 characters max)

