



# 14<sup>th</sup> Annual Manitoba Tourism Awards

## SUSTAINABLE TOURISM 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.*

### 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](#).

Nominations should be based on recent activities. As a general guideline, activities that occur up to 18 months prior to the date of nomination will be considered recent.

### NOMINATION PROCESS

Nominations for the 14<sup>th</sup> 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

Unless otherwise stated, supporting materials are not mandatory, nor will they have points assigned to them. They may be used to augment or clarify information provided in the nomination and may be useful in situations where nominees are deemed to be very close in merit by the panel of judges. 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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## SUSTAINABLE TOURISM AWARD NOMINATION FORM

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Nominee

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

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Contact Name (if not an individual)

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Address

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City

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Province

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Postal Code

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Phone

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Fax

---

Email

This nomination is being submitted by:

---

Name

---

Company (if applicable)

---

Address

---

City

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Province

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Postal Code

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Phone

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Fax

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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](mailto: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](mailto:awards@travelmanitoba.com), or call 1-800-665-0040 or 204-927-7833.



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## SUSTAINABLE TOURISM AWARD

The Sustainable Tourism Award recognizes excellence in the delivery of a product or service that effectively demonstrates sustainable tourism practices.

- Sustainable Tourism is defined by the Tourism Association of Canada and Parks Canada as tourism that “actively fosters appreciation and stewardship of the natural, cultural and historic resources and special places by local residents, the tourism industry, governments and visitors. It is tourism which can be sustained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.”

The recipient of the award will be a business or organization that:

- Demonstrates the three pillars of sustainability;
- Demonstrates an understanding of its impact of the natural and cultural resources, and the economy of the community/region/province;
- Meets the needs of present visitors while protecting and enhancing opportunities for the future.

1. Describe the product/service offered by the nominee. (10 points – 350 words/2100 characters max)

2. Describe specific business practices of the nominee that are unique or serve to demonstrate the nominee’s leadership in sustainable tourism. (10 points – 350 words/2100 characters max)





9. Describe the ways in which the nominee actively fosters appreciation and encourages stewardship of the cultural resources, and who specifically is targeted by these activities.  
(10 points, 350 words/2100 characters max)