



19th Annual Manitoba Tourism Awards

INNOVATION AWARD

The Innovation Award recognizes a business or organization that has developed or expanded a new or existing tourism product.

- For the purpose of this award category, a tourism product is defined as a physical site, a service or an experience that caters to an identifiable tourism market.

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

- Demonstrates creativity and initiative in developing Manitoba's tourism products;
- Addressed a need/void for identifiable tourism markets.

1. Describe the new and/or expanded tourism product/service/experience and its goals.
(20 points – 350 words/2200 characters max)



19th Annual Manitoba Tourism Awards

INNOVATION AWARD

2. Describe how this product compliments other tourism amenities and contributes to the long-term growth of tourism in the community/region/province. *(e.g. identify how the need for the product/service/experience was determined; describe how the innovation impacts visitor satisfaction; describe how the innovation drives product development and renewal within the organization and among other organizations in the tourism industry, etc)* (40 points – 400 words/2500 characters max)

3. Provide any results that demonstrate the product's success *(e.g. how the product positively impacts visitor satisfaction; financial viability of the innovation, etc.)* (40 points – 350 words/2200 characters max)



19th Annual Manitoba Tourism Awards

INNOVATION AWARD NOMINATION FORM

Nominee *(please identify the individual, business, or organization being)*

Contact Name *(if not an individual)*

Address

City

Province

Postal Code

Phone

Email

Nomination submitted by:

Same as above *(self-nomination)*

Name

Company *(if applicable)*

Address

City

Province

Postal Code

Phone

Email

Yes, the nominee is aware of and accepts this nomination

Send completed nomination form, 2 photos and logo (if applicable) to awards@travelmanitoba.com before noon (CST), Thursday, June 15, 2017.

If you have any questions regarding the Manitoba Tourism Awards please email Samantha Bason at sbason@travelmanitoba.com, or call 1-800-665-0040.