



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

## SUSTAINABLE TOURISM AWARD

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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 Industry 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 nominee and its goals. (10 points – 200 words/1300 characters max)

2. Demonstrate how the nominee strives to protect and actively foster appreciation for our natural and cultural heritage resources. (e.g. how the nominee strives to mitigate negative impacts on natural and cultural resources; how the nominee provides opportunities to connect with Manitoba’s natural and cultural heritage; how the nominee encourages stewardship of natural resources, etc.) (30 points – 350 words/2200 characters max)



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3. Describe how this product/service contributes to and maximizes local economic, social and cultural benefits. Where possible, please quantify these benefits. (*e.g. number of room nights generated; direct contribution to local business; employment of local residents; promotion of local history and local pride, etc.*) (30 points – 350 words/2200 characters max)

4. Describe how the nominee engages other stakeholders to support its sustainable tourism objectives. (*e.g. how the nominee shares its sustainable tourism objectives with staff/visitors/the community; how the nominee works with government, communities and others to exchange information/technologies/solutions; how the nominee respects and involves the host community in tourism planning; how the nominee's sustainable tourism successes benefit the community, etc.*) (30 points – 350 words/2200 characters max)



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## SUSTAINABLE TOURISM AWARD NOMINATION FORM

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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](mailto: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](mailto:sbason@travelmanitoba.com), or call 1-800-665-0040.