



Tourism Industry Association of Prince Edward Island

Awards Nomination Form

for the 29th Annual
Awards & Recognition Gala

Nominee Information

Name of Award _____

Name of Nominee _____

Address _____

Telephone Number _____ Email _____

Website _____

Judging Criteria

Association or Business (if any) _____

Association Membership(s) _____

Other Industry Involvements _____

Reasons for Nomination (Please use separate sheet if necessary) _____

Nominator Information

Name of Nominator _____

Address _____

Telephone Number _____ Email _____

Self Nominations Accepted

To submit a nomination online, please visit www.tiapei.pe.ca
or submit this form prior to **February 5th, 2010** to:

TIAPEI
25 Queen Street, 3rd Floor
PO Box 2050
Charlottetown, PE C1A 7N7
Fax: (902) 368-3605
E-mail: tiapei@tiapei.pe.ca

Tourism Industry Association of Prince Edward Island

“Annual Awards”

LIEUTENANT-GOVERNOR’S TOURISM AWARD

This award is presented to a person or persons past or present, in private sector, government, association or trade group who has made a significant contribution to the development of tourism on Prince Edward Island.

MEDIA AWARD

The nominee for this award can be a person or company who has worked in any aspect of the communication field. Support for the tourism industry and a unique degree of innovation and professionalism are to be considered in nominating for this award. Good reporting, publications, films, brochures, promotional material and campaigns can be considered for this award.

HOSPITALITY AWARD (QUEENS, KINGS AND PRINCE)

This award will be presented to three persons, one from each county, who have demonstrated outstanding hospitality and whose personal achievements have aided a particular establishment, group or area in the tourism field. Not only should operators be considered for this award, but also the “behind the scenes person” such as the kitchen staff, server, room attendant, etc.

OPERATOR OF THE YEAR

This award is to recognize the individual and/or operator in the trade areas affiliated with TIAPEI. The nominee must have demonstrated a high degree of professionalism combined with support in the tourism industry and superior service and hospitality to visitors.

TOURISM ATLANTIC TECHNOLOGY AWARD

The Tourism Atlantic Technology Award will be presented to worthy Tourism Industry Association Members (Tourism Operators) in each of the Atlantic Provinces who exemplify Innovation, Creativity, Leadership and Vision in using technology to advance their business practices. The "Tourism Atlantic Technology Award" celebrates individuals who have successfully engaged technology to enhance the travel experiences of visitors to Atlantic Canada. The tourism operator must be a TIAPEI member and have operated their business for two (2) years. The recipient must successfully demonstrate the basic principles this award recognizes and be willing to participate in promoting their achievements to other operators in Atlantic Canada.

PARKS CANADA SUSTAINABLE TOURISM AWARD

Parks Canada, in collaboration with TIAPEI, will launch the “Parks Canada Sustainable Tourism Award.” The winner of this award will automatically be qualified for the TIAC National Awards for Tourism Excellence.

This ‘Parks Canada Sponsored Sustainable Tourism Award’ will have the following criteria:

- A demonstrated commitment to excellence and encouraged an appreciation of, and respect for, our natural, cultural and aesthetic heritage;
- Strived to achieve tourism development in a manner which harmonizes economic objectives with the protection and enhancement of our natural and cultural heritage;
- Cooperated with colleagues and the industry in promoting sustainable development;
- Offered tourism products and services that are consistent with community values and the surrounding environment; and
- Fostered greater public awareness of the economic, social, cultural and environmental significance of tourism.

TOURISM ADVISORY COUNCIL BRAND ESSENCE AWARD

The Tourism Advisory Council, along with Tourism PEI, will present the TAC Brand Essence Award that will recognize one PEI tourism operation annually which has successfully adapted The Gentle Island of Rejuvenation into their marketing materials.

Criteria includes;

- The Brand Essence Award will recognize an operator or organization that embodies the PEI message, Gentle Island of Rejuvenation.
- This Brand ambassador will not only bring the Brand to life through their marketing efforts, but also communicate the Gentle Island in their daily interactions with visitors.
- Marketing efforts should reflect the unique selling properties of the Brand, highlighting the red earth and cliffs, the miles of sandy beaches, vivid colours and the agricultural landscape.