

# 2018 BC TOURISM INDUSTRY AWARDS

## REMARKABLE EXPERIENCE AWARD

### NOMINATION FORM

This award recognizes a British Columbia tourism business or organization that has developed, delivered, promoted and sold a new or improved tourism product or experience that reflects the British Columbia tourism brand and contributes to a remarkable visitor experience.

A remarkable experience is one that triggers a consumer to share via word of mouth (including social media) their positive vacation experiences; one that exceeds expectations.

The following may be considered within this category:

- Accommodation
- Food & Beverage
- Cultural/Heritage
- Urban/Rural
- Festivals/Events
- Adventure/Outdoor

Each category may have one honourable mention from which the winner will be selected.

## Eligibility and Requirements

- Businesses or organizations can be self-nominated, or nominated by other individuals or organizations.
- The Award is open to businesses or organizations in the tourism and hospitality industry in BC.
- Nominees must have been a member of the tourism and hospitality industry (or related profession) in BC in 2016/17 (in either the public or private sectors).
- Nominees may not hold elected public office.
- Nomination must be accepted and signed by nominee prior to submission of nomination.

## Nominee Information

Full Name:	Signature	
Business Name:		
Address:	City:	Postal Code:
Telephone:	E-mail:	

## This nomination is submitted by

Full Name:	Telephone:
E-mail:	

**Please note:** All requested contact information is mandatory, all nominees must fill in the information above. Failure to do so may result in disqualification of the nomination.

## Nomination Criteria

Nominees for the *Remarkable Experience Award* should clearly demonstrate tourism and hospitality industry best practices in all aspects of their operations. Please address the following points in your nomination submission.

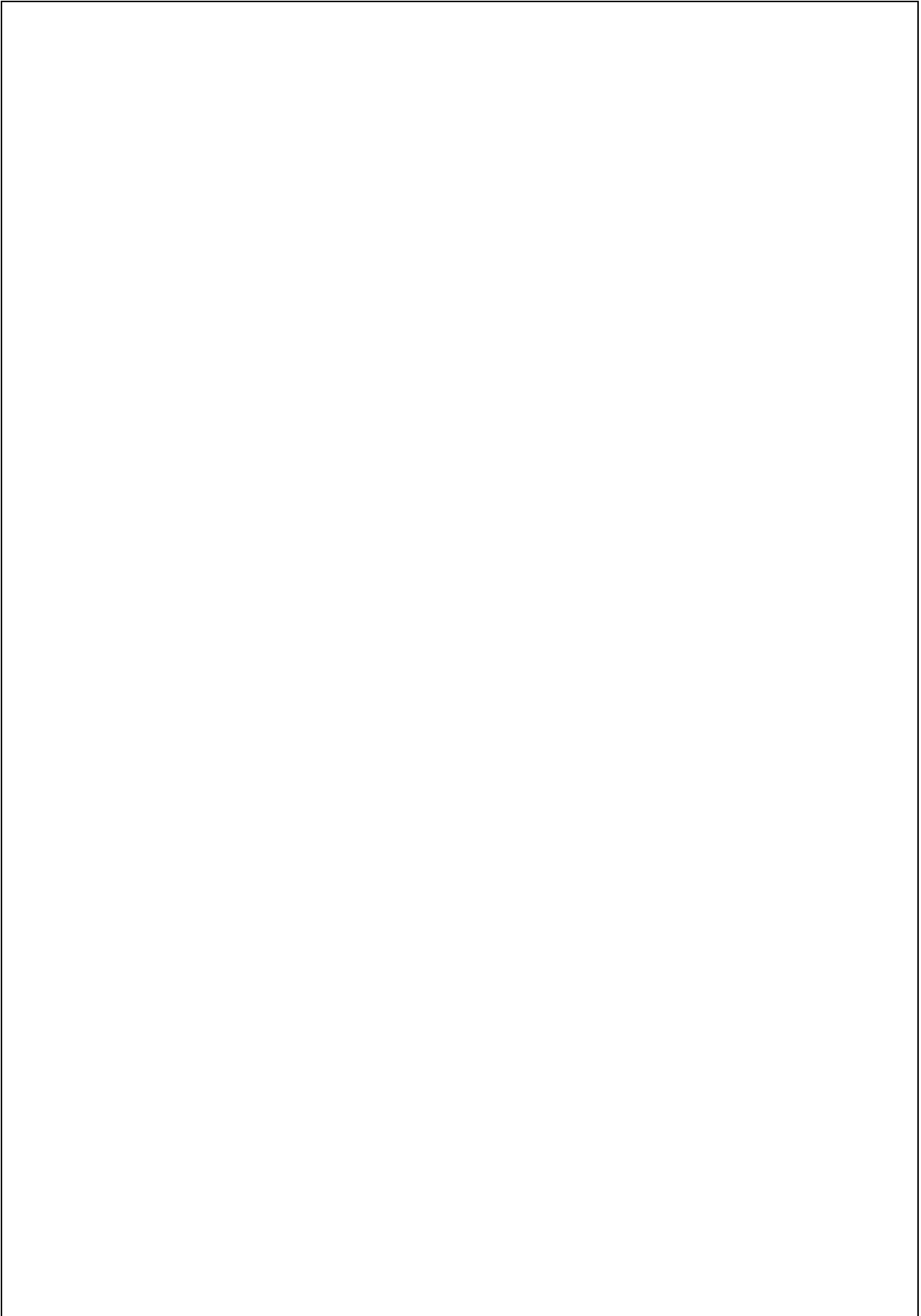
1. Please indicate the sector in which this nomination is made:

- Accommodation
- Food & Beverage
- Cultural/heritage
- Urban/rural
- Festival/events
- Adventure/outdoor

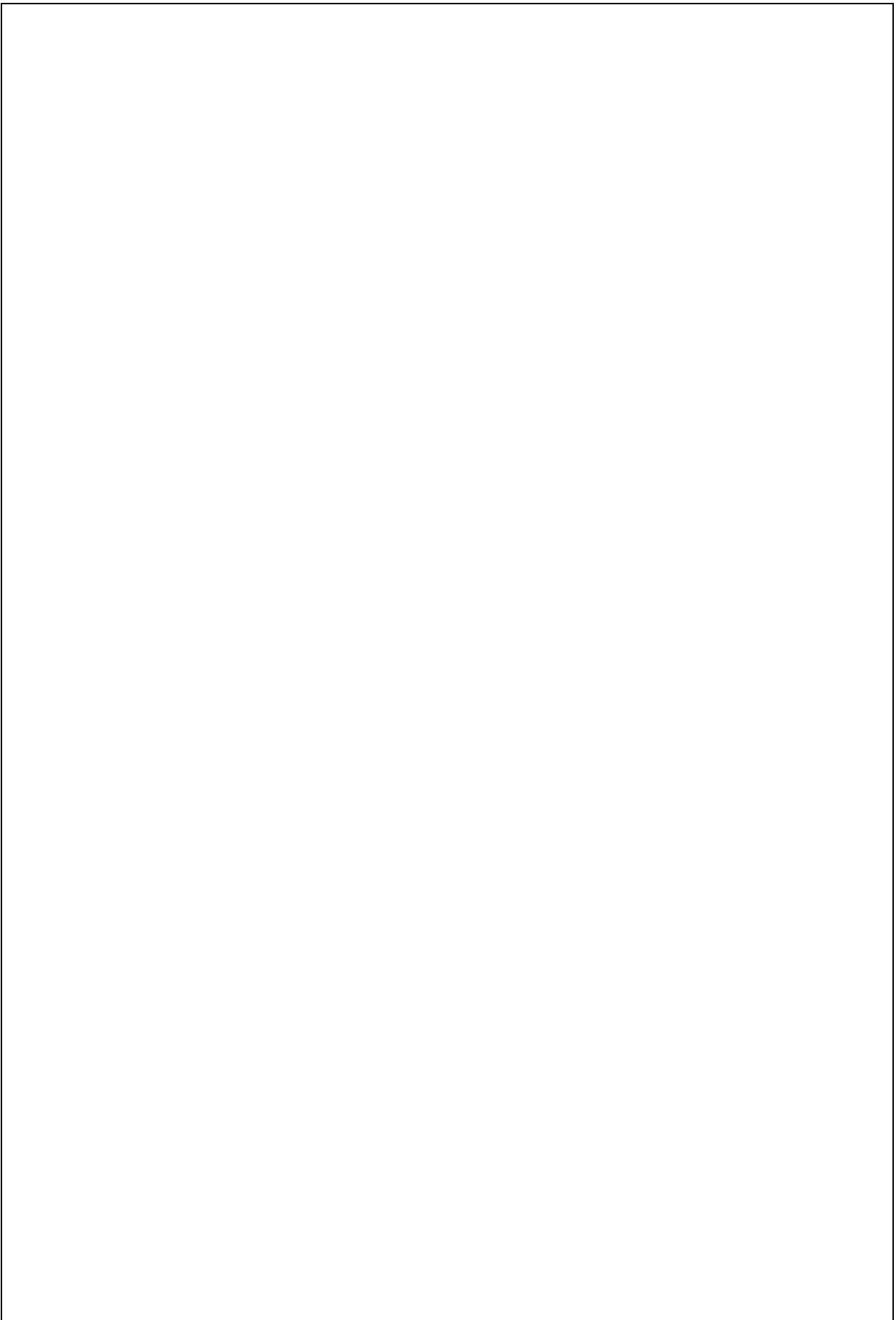
2. Describe the nominee's innovative approach to product/market development.

3. Describe the strength of the nominated experience: its financial performance, strategic advantages, relation to the BC Tourism Brand and long-term viability.

4. Provide evidence of positive consumer perspective on the experience (e.g. TripAdvisor reviews, Facebook, Twitter or other social media comments).

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5. Show how the nominee meets and exceeds best practices in all areas of operations.

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6. Discuss how the nominee succeeds in providing consistently memorable visitor/guest experiences and exceeds visitor/guest expectations.

Please ensure that you include links to websites, social media, videos and samples of work relevant to the nomination, where appropriate. If the nominee is selected as winner, this material may be used for promotion of the award category during the Awards Luncheon or in any post-event promotion or communications.

### **Award Presentation**

The *Remarkable Experiences Award* finalist, along with all British Columbia Tourism Industry Awards finalists, will be recognized at an Awards Luncheon during the 2018 Tourism Industry Conference on Thursday, March 8, 2018 at the Delta Grand Okanagan Resort in Kelowna.

**Short-listed nominees will be notified and are expected to attend the Awards Luncheon as winners will not be notified in advance.**

For more information regarding the Conference, visit [www.bctourismconference.ca](http://www.bctourismconference.ca)

### **Deadline and Submission Instructions**

- All submissions must be received no later than **January 15, 2018**.
- Please complete the online form, and **print, mail or email** it along with all supporting materials to:

**Email:**

[n.cumming@chemistryconsulting.ca](mailto:n.cumming@chemistryconsulting.ca)

**Address:**

BC Tourism Industry Awards  
Attn: Nora Cumming  
Chemistry Consulting Group  
400-1207 Douglas Street  
Victoria, BC V8W 2E7

For more information regarding the BC Tourism Industry Awards, visit [www.bctourismconference.ca](http://www.bctourismconference.ca)