



# Annual Regional **Tourism** AWARDS

***The Pembina Valley Tourism Association presents the Pembina Valley Regional Tourism Awards 2011 in recognition of the work, service, creativity, and contributions of individuals and organizations as it relates to tourism promotion in the Pembina Valley.***

Take advantage of this opportunity to acknowledge those key individuals, organizations and programs that deserve recognition and thanks for their valuable contributions and success with regards to tourism. The following outlines the 10 award categories and requirements for submission.

## **VOLUNTEER OF THE YEAR**

This category recognizes the contribution that volunteers make in the tourism industry whether at a historic site, an event, as a member of one of the boards affiliated with a tourism related organization, or some other volunteer opportunity in the tourism industry. The evaluation and criteria should include as many of the following as possible:

- The significance of the volunteer contribution to the success of the tourism program.
- The type of contribution, i.e. leadership, in-kind services, time contribution, etc.
- How has the volunteer made a significant contribution to the tourism industry?
- What makes this volunteer exceptional?
- How long has the volunteer been serving the tourism industry?
- How has this volunteer's service made a difference to your organization?
- What other organizations has this volunteer also served?

## **AWARD OF DISTINCTION**

This award recognizes an individual, business or organization reflecting exceptional leadership in the Pembina Valley Tourism industry. Through their actions they help the Pembina Valley realize distinction as a high quality tourism destination. The evaluation and criteria should include as many of the following as possible:

- The nominees current role in the Pembina Valley tourism industry.
- How the nominee has been involved in the promotion, development or delivery of products or services in the Pembina Valley tourism industry.
- Describe examples of how the nominee has demonstrated vision, integrity, partnership, innovation, and general commitment to excellence in the promotion, development or delivery of tourism products or services in the Pembina Valley.
- Include any supporting documentation, e.g.; newspaper articles, promotional material, letters of support, etc.

## **SERVICE EXCELLENCE**

This award recognizes a business, facility or attraction that has provided a positive first impression to visitors to the Pembina Valley and demonstrates commitment to delivering exceptional customer service, the ability to manage a business seamlessly, is sensitive to the needs of staff, flexible in adapting to change and accommodating to the industry's needs and offers an authentic Pembina Valley experience. The evaluation and criteria should include as many of the following as possible:

- Describe the current tourism business, attraction or service and what measures are taken to provide exceptional customer service both historically and currently.
- What method of training & motivation is provided to staff to achieve excellence in customer service delivery?
- How is the customer service success measured? (Provide documentation to support claims, i.e.; guest book comments, thank you cards, etc.)
- Describe what makes the level of customer service provided exceed other similar tourism destinations.



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## **MUSEUM INNOVATION & EXCELLENCE**

This award recognizes a museum that has shown progress through innovative projects, marketing, increased visitation and / or expansion. The evaluation and criteria should include as many of the following as possible:

- Explain the positive impact upon the well being of the institution through development and adoption of a sustainable business model which has been proven to be effective.
- Describe any creative innovation that has achieved positive operating outcomes and what those outcomes entail.
- How the museum has demonstrated powerful community engagement that has advanced the institution and its interests?
- Describe the enhancement of the institution's pursuit of the highest ethical standards.
- Describe capital projects that will be considered from the perspective of transformational change, taking a museum to new level of contribution to the Pembina Valley.
- Other appropriate leadership criteria such as vision, dedication, integrity etc...

## **BEST ATTRACTION**

This award recognizes an attraction that has proven to be an exceptional tourism destination through effective marketing, innovation, maintenance, customer service, products / services provided, visitation and overall benefit to the Pembina Valley Region while maintaining a sustainable attraction.

- Describe the kind of warm, friendly, welcoming range of experiences for a visitor and the range of activities / events developed to create repeat visits.
- Explain the what methods are in place to ensure ease of access and good signage for visitor management.
- Describe how the attraction maintains cleanliness and well maintained Inclusiveness. (e.g. provision for disabled in terms of accessibility and information.)
- Describe the standard of promotional material and marketing. (Include documentation, ie; brochures, etc.)
- What projects / steps have been taken to show evidence of working in partnership with other attractions / businesses in the Pembina Valley?
- Describe the involvement and support offered for the local community and Pembina Valley region.
- Quality of visitor information to interpret the products / services for visitors. (Include supporting documentation, eg. literature, photos, etc.)

## **PRODUCT DEVELOPMENT**

This award recognizes the hard work and dedication in developing a new attraction or event that offers a continued tourism experience in the Pembina Valley. Innovation and creativity are key ingredients to creating a memorable experience for visitors. The product / event must have been developed within the last year.

- Describe the product / event in detail and the process of development.
- What are the goals / objectives of the product / event and how will it increase visitation, length of stay and / or tourism expenditures in the Pembina Valley?
- Provide quantitative evidence of sustainability.
- Describe the incorporation of any "green" aspect for an environmentally sensitive attraction / event.
- How this attraction / event has collaborated / partnered with other organizations in the Pembina Valley?
- What makes this product / event unique and how it compares to similar attractions.



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## **PARTNERSHIP AWARD**

- This award recognizes the outstanding efforts by two or more organizations, attractions, events or individuals to combine their resources in creative, innovative and cost-effective ways to promote tourism in the Pembina Valley. The evaluation and criteria should include as many of the following as possible:
  - Describe in detail the partnership project and what makes it creative and innovative.
  - Describe the desired outcome of the project and what the actual results were for each partner.
  - How did the project enhanced and contributed to the local and regional image as a tourism destination?
  - Describe the quality and effectiveness of the joint marketing efforts. (Include samples, ie; ads, brochures, budget, etc.)
  - Provide evidence of positive visitor experience through the efforts of the partnership project.

## **EVENT OF THE YEAR**

This award recognizes events that attracted visitors to the Pembina Valley to participate in and attend the event. The evaluation and criteria should include as many of the following as possible:

- Describe the event and its history.
- What is the lasting benefit the event had on the community such as a positive economic impact, an improvement to the community, or an improvement in quality of life for Pembina Valley residents?
- What was the level of community support through volunteers, corporate sponsorships, and civic group participation?
- What is the positive value of the event to the customer in terms of the event as a whole, entertainment, length of time to experience the event, desire to attend multiple days (if applicable), and cost per ticket?
- The number of overnight rooms generated in local hotels, bed and breakfasts, and inns as a result of the event.
- The promotion of the event to out-of-region visitors in terms of creativity, effectiveness, and results.
- How was the event promoted regionally and out of region in terms of creativity, effectiveness and results? (Include copies of promotional materials, newspaper articles, photographs, etc.)

## **ASPIRING YOUTH**

The award recognizes a young individual who has show initiative, leadership, creativity, dedication and hard work with regards to creating or contributing to tourism in the Pembina Valley. This person can be a volunteer, summer student or staff member who stands out and has a passion for tourism. The evaluation and criteria should include as many of the following as possible:

- Describe the role and duties of the youth.
- How has this youth showed initiative, leadership and creativity.
- Describe how the youth has successfully contributed to the tourism industry in the Pembina Valley.
- What are the lasting benefits to the attraction or event in which the youth made a significant impact?

## **AGRI-TOURISM ATTRACTION**

This award recognizes the tourism venues that are farm based and have contributed to a unique experience for visitors to the Pembina Valley. (eg. B & B's, ranches, etc.)The evaluation and criteria should include as many of the following as possible:

- Describe the agri-tourism destination and the unique experience a visitor will have.
- What impact has this venue had on tourism in the Pembina Valley?
- What is the quality of promotion / marketing and resulting success in attracting visitors to the region?
- Describe what collaboration / partnerships were implemented and the benefits created.
- Provide evidence of positive visitor experience, ie; guest book comments, cards.



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**NOMINEE:** *(Please print clearly)*

Name: \_\_\_\_\_ Attraction/Event: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**NOMINATED BY:** *(fill out if not the same as above)*

Name: \_\_\_\_\_ Attraction/Event: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**NOMINATED FOR** *(Select One Category)*

- |   |  |
|---|--|
| <input type="checkbox"/> Volunteer of the Year          | <input type="checkbox"/> Product Development     |
| <input type="checkbox"/> Award of Distinction           | <input type="checkbox"/> Partnership Award       |
| <input type="checkbox"/> Service Excellence             | <input type="checkbox"/> Event of the Year       |
| <input type="checkbox"/> Museum Innovation & Excellence | <input type="checkbox"/> Aspiring Youth          |
| <input type="checkbox"/> Best Attraction                | <input type="checkbox"/> Agri-tourism Attraction |

**AWARD CRITERIA**

- The nominee must be located within the Pembina Valley region.
- Not-for-profits are eligible for all awards except the Aspiring Youth Award.
- Only one entry per destination, event or individual.

**HOW TO SUBMIT YOUR NOMINATION:**

Please see the following pages for the criteria for each award. Attach your submissions to this page. In addition to addressing the criteria, you may also include other supporting documents (ie; clippings, letters, etc.)

Fax this form (with supporting details of your nomination) to 1-877-366-6010 or mail a copy to the Pembina Valley Tourism Association at Box 1900, Altona, MB R0G 0B0 by noon on Friday, January 20th, 2012.

Every nomination will receive a confirmation of receipt. If you do not receive confirmation of your nomination by January 21st, 2012, please contact Pembina Valley Tourism Association at 1-877-324-6645.

A judging panel will adjudicate the submissions and select up to five finalists in each award category. The awards ceremony will be held on Thursday, February 23, 2012. Place and time to be announced.

Nominator's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Information gathered in this form and by other means will be held in accordance with any applicable law, and used only for the purpose of this competition. Your participation in this competition constitutes your consent to the collection, use and disclosure of any information provided in connection therewith.

**Deadline for Nomination is 12:00 Noon, Friday, January 20th, 2012.**