

NATIONAL ABORIGINAL CULTURAL TOURISM AWARD

The Aboriginal Tourism Association of Canada (ATAC) is proud to announce a new partnership with the Tourism Industry Association of Canada (TIAC) in presenting a Canadian Tourism Award recognizing excellence in Aboriginal Tourism.

The 2014 National Aboriginal Cultural Tourism Award will recognize an Aboriginal tourism business that has demonstrated a commitment to the development, promotion and delivery of an authentic, innovative and enriched Aboriginal cultural tourism visitor experience. The recipient will have demonstrated a commitment to authentic Aboriginal cultural tourism as a key aspect of encouraging and promoting tourism growth in their region.

Nominees will be judged on:

1. Commitment to visitor satisfaction through delivery of quality and authentic “market ready” experiences as outlined in ATAC’s National Guidelines (available on our website) (25%).
2. Stimulation of tourism employment and economic activity in the host Aboriginal community (25%)
3. Social/cultural impact in the community through the demonstrated promotion and advancement of Aboriginal culture (25%)
4. Demonstrated innovation in the development and delivery of the experience (25%)

The Tourism Industry Association of Canada will be hosting their annual Tourism Congress in Ottawa on November 25-26, 2014 and the selected recipient will be presented this prestigious award at the Gala on November 26th. All finalists will be publicly announced. <http://tiac.travel/cgi/page.cgi/awards.htm>

Travel and accommodation will be covered for the Award recipient to attend the ceremony in Ottawa.

Please take the time to nominate a business offering an inspiring Aboriginal tourism product/experience in your region of Canada; self-nominations are also encouraged. Join us in celebrating the extra-ordinary and inspiring Aboriginal experiences from across Canada!

Accepting nominations NOW! Please forward to Keith Henry, Chair of ATAC, khenry@aboriginalbc.com or via fax at (604) 921-1072 Nominations close on Monday, September 21st at 5pm EST.

Please view our *Aboriginal Cultural Experiences – National Guidelines* [HERE](#)





ABORIGINAL
TOURISM ASSOCIATION OF CANADA

Nomination Form: NATIONAL ABORIGINAL CULTURAL TOURISM AWARD

Nominee Information

NAME: _____

COMPANY NAME: _____

TITLE: _____

ADDRESS: _____

CITY: _____ PROV: _____ PC: _____

BUS. TEL.: () _____ BUS. FAX: () _____

WEBSITE: _____ EMAIL: _____

Submission must provide information on the following:

Briefly introduce the nominee and provide an overview as to why the nominee is deserving of this award.

- 1) Demonstrate that the nominee consistently meets and/or exceeds visitor expectations and that the nominee works to consistently deliver memorable and authentic Aboriginal Tourism experiences.
- 2) Demonstrate how the nominee's work has contributed to the promotion and advancement of culture in their community.
- 3) Demonstrate that the nominee generates/stimulates tourism, employment and economic activity in the host Aboriginal community.
- 4) Demonstrate how the nominee is innovative in the creation, promotion and delivery of their Aboriginal cultural tourism experience.

***** maximum 3 pages in response to the above questions and attached to this form by September 21th**

Nominator Information *please note – self nominations are accepted

NAME: _____

COMPANY NAME: _____

TITLE: _____

ADDRESS: _____

CITY: _____ PROV: _____ PC: _____

BUS. TEL.: () _____ BUS. FAX: () _____

WEBSITE: _____ EMAIL: _____



ABORIGINAL
TOURISM ASSOCIATION OF CANADA

AUTOCHTONE
ASSOCIATION TOURISTIQUE
DU CANADA