

2019 Yukon Tourism Awards of Excellence CATEGORIES & CRITERIA

Community Leadership Award

The Community Leadership Award will be presented to the tourism business or organization that makes the year's most outstanding contribution to develop, build and enhance social conditions in their community.

The judging criteria in this category are:

1. Management, leadership and organizational commitment to community service
2. Engagement of staff in community initiatives
3. Integration of community service as part of a successful business strategy
4. Engagement and participation in community programs, activities or services
5. Partnership with the public sector and non-governmental organizations

Culinary Tourism Award

The Culinary Tourism Award recognizes an organization or business that delivers an authentic consumer experience showcasing Canadian food and beverage.

The judging criteria in this category are:

1. Demonstrates innovation in showcasing authentic culinary experiences in their region/destination
2. Exemplifies Canada as an international culinary destination
3. Promotes quality Canadian food or drink products
4. Contribution in promoting regional culinary tourism experiences

ITAC Indigenous Tourism Award

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

The judging criteria in this category are:

1. Commitment to visitor satisfaction through delivery of quality and authentic market ready experiences
2. Stimulation of tourism employment and economic activity in the host Aboriginal community
3. Social/cultural impact in the community through the demonstrated promotion and advancement of Aboriginal culture
4. Demonstrates innovation in the development and delivery of the experience
5. Commitment to cultural sustainability

Responsible Tourism Award

The Responsible Tourism Award will be presented to an organization that has made an outstanding contribution to the practice and promotion of responsible tourism in Canada.

The judging criteria in this category are:

1. Protects and preserves natural and cultural heritage resources
2. Fosters appreciation and enjoyment of natural and cultural heritage resources
3. Raises awareness among visitors and influences them to enjoy resources sustainably
4. Mitigates negative impacts of tourism on the natural and cultural environment
5. Respects, involves and engages other stakeholders and host communities

Small Business of the Year Award

The Small Business of the Year Award will be presented to a tourism business (with fewer than 20 employees) that exemplifies industry best practices in all aspects of its operations, and is thus an example of all-round business excellence in the tourism industry.

The judging criteria in this category are:

1. Overall strength & long-term viability of the business/business model/strategy
2. Commitment to visitor/participant/spectator satisfaction
3. Commitment to growth, innovation and product development
4. Contribution to or enhancement of the tourism industry
5. Commitment to human resources development

Tourism Employee of the Year Award

The Tourism Employee of the Year Award will be presented to the front-line employee whose professionalism, dedication, attitude, and quality of service best exemplify excellence in the tourism industry. Owner/operators and senior management personnel are generally not eligible for this award.

The judging criteria in this category are:

1. Attitude and dedication
2. Leadership, cooperation and teamwork
3. Maintains exemplary work standards
4. Goes above and beyond to improve his/her organization
5. Commitment to visitor/participant/spectator satisfaction

Event of the Year Award

The Event of the Year Award will be presented to an event or festival that exemplifies industry best practices in all aspects of its operations, and thus serves as an example of excellence to other events and festivals and the greater tourism industry. The nominee should be an event/festival that attracts visitors, participants and/or spectators, and may be (but is not limited to being) an event/festival of the following types: cultural, historical, musical, arts, sporting, culinary, literary, general interest, amusement, or other.

The judging criteria in this category are:

1. Commitment to visitor/participant/spectator satisfaction
2. Commitment to growth, innovation and product development
3. Stimulates economic activity during the event/festival
4. Promotes tourism and economic activity year-round in the host community
5. Social/cultural impact on Canada or the host community

Tourism Innovation Award

The Tourism Innovation Award will be presented to the tourism business or organization that develops the most innovative new tourism product, service or process, or the most innovative new approach to an existing tourism product, service or process that positively impacts the tourism business or the tourism industry as a whole.

The judging criteria in this category are:

1. Creativity/originality/uniqueness of the innovation
2. Complements or enhances the range of tourism products
3. Positively impacts visitor/participant/spectator satisfaction
4. Exemplifies or stimulates the development of a broader growth, innovation and product development strategy
5. Promotes long-term growth in the tourism industry

Marketing Campaign of the Year Award

The Marketing Campaign of the Year Award will be presented to the organization that has devised and implemented the year's most outstanding tourism marketing campaign or initiative. Nominations may be presented in this category for audio, video, print campaigns or digital including social media or any combination thereof (i.e. a multi-media campaign).

The judging criteria in this category are:

1. Efficacy & viability of the campaign strategy
2. Innovativeness/uniqueness of creative materials
3. Demonstrably attracts or enhances awareness
4. Converts awareness into visitor traffic (conversion)
5. Contributes to or enhances the local, provincial and/or national tourism industry