



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
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DU CANADA

2023 ITAC Indigenous Tourism Awards and Indigenous Tourism Manitoba Awards Criteria

ITAC National Awards - Business Innovation Award

- Why this nominee deserves the award in this category and specific examples that demonstrate why they should be given this award.
- Two or more direct instances this business adapted to its new environment of COVID-19? (e.g., new digital experiences, no contact payment options, physical distancing protocols, creation of outdoor experiences where possible, etc.)
- Specifically, how this business used innovation or staff retention tactics to make the business successful.
- Any other information you would like us to consider.
- Any references or reviews that support their nomination for the award.

ITAC National Awards - Female Entrepreneur Award

- Why this nominee deserves the award in this category and specific examples that demonstrate why they should be given the award.
- Two or more instances where this Female Entrepreneur embodied leadership within her business or community. (e.g., mentored a youth within her business, mentored a community member, gave back to her community with in-kind gestures, etc.)
- A specific example of a time this female uplifted another female entrepreneur.
- Any other information you would like us to consider.
- Any references or reviews that support their nomination for the award.

ITAC National Awards - Sustainability Award

- Why this nominee deserves the award in this category and specific examples that demonstrate why they should be given the award.
- A specific example of how this business has made significant and measurable impacts in social sustainability with their business.



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- A specific example of how this business has made significant and measurable impacts in cultural sustainability with their business.
- A specific example of how this business has made significant and measurable impacts in environmental sustainability with their business.
- Any other information you would like us to consider.
- Any references or reviews that support their nomination for the award.

ITAC National Awards - Industry Leader and The Original Original Star Award

- Why this nominee deserves the award in this category and specific examples that demonstrate why they should be given the award.
- Two or more instances this business is excelling in being a tourism industry leader. (e.g., Trip Advisor reviews, low staff turnover, repeat visitors, marketing campaigns that specifically brought new customers).
- Why this business demonstrates being an Authentic Indigenous tourism business not to be missed on a traveller's next Canadian itinerary. (e.g., use of traditional stories, community members on staff, positive media coverage, working with one or more tour companies).
- Any other information you would like us to consider.
- Any references or reviews that support their nomination for the award.

ITAC National Awards - Provincial/Territorial Association of the Year Award

- Why this nominee deserves the award in this category and specific examples that demonstrate why they should be given the award.
- Specific examples how this organization demonstrated excellence in ALL ITAC's four pillars (Leadership, Partnership, Marketing and Development).
- How this organization demonstrated their connection to Indigenous and non-Indigenous industry through commitment and collaboration with local, provincial/territorial, national and/or international partners
- Any other information you would like us to consider.
- Any references or reviews that support their nomination for the award.



Indigenous Tourism Manitoba (ITM) Awards Criteria

ITM Awards - New Operator or Business that launched a New Experience

- A new business that launched or an existing business that launched a new experience, between 2020 and 2022 and specific details to support this criterion.
- Why this nominee deserves the award in this category and specific examples that demonstrate why they should be given the award.
- Specific details of the success of this new business or new experience.
- Any other information you would like us to consider.
- Any references or reviews that support their nomination for the award.

ITM Awards - Cultural Experience Award

- Why this nominee deserves the award in this category and specific examples that demonstrate why they should be given the award.
- Specific details of how this business is sharing their cultural knowledge in a unique way with visitors, while following community protocols.
- Describe the cultural experience.
- Any other information you would like us to consider.
- Any references or reviews that support their nomination for the award.

ITM Awards - Outstanding Staff Person Award

- Why this nominee deserves the award in this category and specific examples that demonstrate why they should be given the award. One or more instances this staff person went above and beyond to provide an exceptional experience to guest
- How this staff person inspires other staff to bring the same passion for their culture and position within the business to create an exceptional experience for guests (e.g., mentoring other staff, building other staff up, always coming to work with a positive attitude, etc.)
- Any other information you would like us to consider.



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- Any references or reviews that support their nomination for the award.

ITM Awards - Leading the Way in Business Development

- Why this nominee deserves the award in the chosen category and specific examples that demonstrate why they should be given the award.
- How this business maintains support from community members, Elders and leadership. (e.g., protocols are being respected, community members are being hired, speaking the language is being encouraged)
- How this business launched to success in tourism development.
- Does this business have a multi-year plan for success?
- Any other information you would like us to consider.
- Any references or reviews that support their nomination for the award.