

Cultural Tourism Award

Presented by HNL, The Department of Tourism, Culture and Recreation and Canadian Heritage to an individual or organization that recognizes and promotes the pursuit of cultural expression within the tourism industry.

Cultural Tourism in Newfoundland and Labrador is the offering of an enhanced product and/or experience that celebrates the inherent value of a community's culture, heritage, and lifestyle. These unique attributes serve to inspire the creation of skilled interpretive opportunities such as crafts, cuisine, the visual and performing arts, literature, the landscape, historic sites, outdoor adventure, festivals, accommodations and special celebrations which contribute to the tourism industry.

The purpose of the Cultural Tourism Award is to promote the innovative pursuit of cultural expression within the tourism industry. The Cultural Tourism Award will recognize and reward progressive efforts which result in an enriched cultural tourism experience over the past year.

Please provide responses to the address the following criteria:

- How does the nominee show commitment to customer satisfaction and product development?
- How does the nominee promote and advance culture in the community?
- How does the nominee stimulate tourism and economic activity in the host community?
- Comment on the nominee's social/cultural impact or legacy in the community.
- Comment on the nominee's commitment to cultural sustainability.

Also provide as part of the award submission:

- A company logo (if applicable) in jpeg format and any individual or company pictures that support the nomination

Winners of the Cultural Tourism Award will be nominated for the Tourism Industry Association of Canada's National Cultural Tourism Award.