

This award is presented by **Hospitality NL** and **Newfoundland and Labrador Tourism** 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 enriched cultural tourism experiences.

Please note

- ***Nominees must be approved under the Tourism Assurance Plan. [Learn more.](#)***

To submit a nomination for the Cultural Tourism Award, complete the following 4-part nomination form. Please submit the form, question responses and any supporting documentation to:

Awards Committee
Hospitality Newfoundland and Labrador
E: awards@hnl.ca

Part 1: Nominee Information

Business/Individual Name: _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____

Business Website: _____

Part 2: Nomination Questions

Please be sure to accurately answer all of the following questions, as they form the basis of the award criteria used by the selection committee.

1. Briefly introduce the nominee and provide an overview as to why the nominee is deserving of this award. (Maximum 100 words)

2. How does the nominee promote and advance culture in the community? **(Maximum 250 words)**

3. Comment on the nominee's social/cultural impact or legacy in the community. **(Maximum 250 words)**

4. Comment on the nominee's commitment to cultural sustainability. **(Maximum 250 words)**

5. How does the nominee stimulate tourism and economic activity in the host community? **(Maximum 250 words)**

6. How does the nominee show commitment to customer satisfaction and product development?
(Maximum 250 words)

Part 3: Supporting Documentation

- You may also provide as part of the award submission:
 - Maximum of 3 pictures (jpeg)
 - 1 supporting document up to a maximum of 250 words (e.g. a testimonial)

Part 4: Nominator Information

Name: _____

Email: _____

Phone: _____

- The nominee is aware that I am submitting this nomination on their behalf.
- I give the awards committee permission to share this nomination with the nominee.

Signature: _____

Previous Recipients:

- 2017 The Rooms
- 2016 Battle Harbour Historic Trust
- 2015 Wooden Boat Museum of NL
- 2014 Shorefast Foundation
- 2013 Cupids Legacy Centre
- 2012 The Craft Council of Newfoundland and Labrador
- 2011 Mummers Parade and Festival
- 2010 McCarthy's Party
- 2009 Festival 500

For a complete listing of previous award recipients, please click [here](#).