



2024 Award Categories and Nomination Questions and Information

Please use the information below to prepare information required for each nomination category.

Cultural Experience Award

Nominee questions:

1. Explain what your cultural experience is about.
2. Explain your organization's top three objectives for providing your cultural experience and how you meet those objectives.
3. Explain how your organization delivers your cultural experience.
4. Explain how your organization's cultural experience generates/stimulates tourism and economic activity in the City of Edmonton and/or the greater metropolitan region. (Provide analytics such as visitor numbers, revenue growth, and other analytics you think will support your explanation).
5. Explain how your organization's cultural experience promotes and advances cultural activity in the City of Edmonton and the greater metropolitan region.
6. Explain how your organization's cultural experience educates visitors/ participants/spectators on the cultural activity you provide.
7. Explain how your organization's cultural activity is funded.
8. Why should your organization win the Cultural Experience Award?

Sustainable Tourism Award

- **Program budget of over \$500K**
 - **Program budget of under \$500K**
1. What are your organization's top three sustainable tourism objectives, and how do you meet those objectives?
 2. Explain how your organization demonstrates the three pillars of sustainability: economic viability, environmental protection, and social equity.
 3. Explain how your organization meets visitors' needs while protecting and enhancing opportunities for the future.
 4. Explain how your organization funds its sustainable tourism program.
 5. Why should your organization win the Sustainable Tourism Award?

Great Place to Work Tourism Award

1. Explain your organization's top three objectives for fostering a great workplace and how they meet them.
2. Explain how your organization fosters equity, diversity, inclusion, and belonging.
3. Explain how your organization supports and encourages workplace and personal life balance to improve well-being and productivity.
4. Explain how your organization communicates in a meaningful and respectful manner.



5. Explain how your organization delivers incentive programs that reward employees.
6. Explain how your organization promotes empowerment and personal growth.
7. Explain what your organization provides for employee training, education, and professional development.
8. Explain what your organization does to provide fair compensation and benefits.
9. Explain what your organization does to provide for a positive, safe, and secure workplace environment.
10. Why should your organization win the Great Place to Work Tourism Award?

Sports Event of the Year Award

The event must have been held in the 2023 calendar year.

- Category A: Event budget greater than \$1 million
 - Category B: Event budget less than \$1 million
1. Explain what your Sports event was.
 2. What were your organization's top three objectives for the sporting event, and how did you meet those objectives?
 3. What strategies and activations did you include to engage fans and spectators?
 4. How did your sports event increase the profile of the City of Edmonton provincially, regionally, nationally, or internationally?
 5. How did your organization's sports event effectively market the City of Edmonton?
 6. What was the economic impact on the local economy (restaurants, accommodations, transportation)?
 7. How did your organization fund the sports event?
 8. How did your organization promote the sports event?
 9. How many spectators attended the sports event?
 10. Why should your organization win the Sports Event of the Year Award?

Business Event of the Year Award

The event must have been held in the 2023 calendar year.

1. Explain what your business event was.
2. What were your organization's top three objectives for hosting the business event, and how did you meet those objectives?
3. How did your business event increase the profile of the City of Edmonton provincially, regionally, nationally, or internationally?
4. How did the business event effectively market the City of Edmonton?
5. What was the economic impact on the local economy (restaurants, accommodations, transportation)?
6. What was the content, your choice of speakers, delivery methods, integration of technology, and/or social media?



7. How was the business event innovative?
8. How did you promote your business event?
9. What did your organization do to engage audience interaction and create a learning environment?
10. How did your organization fund the business event?
11. How many people attended the business event?
12. Why should your organization win the Business Event of the Year Award?

Festival of the Year Award

The festival must have been held during the 2023 calendar year.

1. Explain what your festival is about.
2. What were your organization's top three objectives for hosting the festival, and how did you meet those objectives?
3. How did the festival increase the profile of the City of Edmonton provincially, regionally, nationally, or internationally?
4. How did your festival effectively market the City of Edmonton?
5. What was the economic impact on the local Edmonton and greater metropolitan region economy (restaurants, accommodations, transportation)?
6. How did your organization fund the festival?
7. How is your festival original?
8. What did your organization do that was innovative?
9. How do you promote your festival?
10. How many people attended the festival event?
11. What strategies and activations did you include to engage festival attendees?
12. Why should your organization win the Festival of the Year Award?

Destination Event of the Year Award

The destination event must have been held within the 2023 calendar year.

1. Explain what your destination event was.
2. What were your organization's top three objectives for hosting the destination event, and how did you meet those objectives?
3. How did your destination event increase the profile of the City of Edmonton provincially, regionally, nationally, or internationally?
4. How did your destination event effectively market the City of Edmonton?
5. What was the economic impact on the local Edmonton and greater metropolitan region economy (restaurants, accommodations, transportation)?
6. How did your organization fund the destination event?
7. How many people attended the destination event?
8. What strategies and activations did you include to engage attendees?
9. How did your organization promote the destination event?
10. In what ways was the destination event original and innovative?
11. Why should your organization win the Destination Event of the Year Award?



The Culinary Tourism Award

A tourism culinary program or event must have been held in the 2023 calendar year.

1. Explain what your tourism culinary program and/or event is.
2. What were your organization's top three objectives for your tourism culinary program, and what did you do to meet them?
3. How did your culinary tourism event effectively market the City of Edmonton?
4. What partnerships were formed between food growers and culinary providers to leverage the history, heritage, and culture behind the food and drink that makes Alberta's destination unique?
5. How did your organization fund the destination event?
6. How many people participated in the tourism culinary program or event?
7. What strategies did you use to educate attendees on Alberta's unique food and drink?
8. How did your organization promote the tourism culinary program or event?
9. In what ways was your culinary tourism program or event original and innovative?
10. Why should your organization win the Culinary Tourism Award?

Attraction of the Year Award

The attraction must have been operating in the 2023 calendar year.

1. Explain what your attraction is.
2. What are your organization's top three objectives for your attraction, and how did you meet those objectives?
3. How did your attraction increase the profile of the City of Edmonton provincially, regionally, nationally, or internationally?
4. How did your attraction effectively market the City of Edmonton?
5. What was the economic impact on the local Edmonton and greater metropolitan region economy (restaurants, accommodations, transportation)?
6. How does your organization fund your attraction?
7. How many people visit your attraction?
8. What strategies and activations did you include to engage visitors?
9. How did your organization promote your attraction?
10. In what ways is your attraction original and innovative?
11. Why should your organization win the Attraction of the Year Award?



Tourism Business of the Year Award (Heidi, both categories are the same questions)

- Small Business with under 50 employees
 - Large Business with over 50 employees
1. Explain what your tourism business is.
 2. What are your organization's top three business objectives, and how did you meet those objectives?
 3. Explain how your business strategy demonstrates long-term viability.
 4. How do you measure success in your business?
 5. What does your business do to ensure for visitor, participant, spectator, or guest satisfaction?
 6. What things does your business do that are original or innovative in product or service development?
 7. How does your business contribute to or improve the tourism industry?
 8. What does your business do to demonstrate excellence in human resources development?
 9. What does your business do to create an environment that embraces equity, diversity, inclusion, and belonging?
 10. Why should you win the Tourism Business of the Year Award?

Best Tourism Influencer Award

For work conducted during the 2023 calendar year

1. How many years has the nominee been an Influencer?
2. What has the nominee done to influence tourism in the City of Edmonton and the greater metropolitan region?
3. What social, digital, and other mediums does the nominee use to promote tourism to the City of Edmonton? What are the nominee's current analytics?
4. How does the nominee use their brand, professional experience, and influence to shape the Edmonton tourism landscape, drive innovation, and create a positive impact for the City of Edmonton?
5. How has the nominee demonstrated exceptional skills in thought leadership, strategic thinking, and effectively communicating and engaging with their audience?
6. Why should the nominee win the "Best Tourism Influencer" award?

Hotelier, Lifetime Achievement Award

Open to Edmonton Destination Marketing Hotel members only.
Nominees are generally retired or in the twilight of their careers.

1. How many years of service as a hotelier has the nominee provided?
2. What has the nominee done that has contributed to the growth of the Edmonton hotel industry through volunteer work, service, or business accomplishments?
3. What has the nominee done to demonstrate leadership, vision, and innovation in the hotel industry?

4. What has the nominee done to demonstrate leadership through their engagement with tourism partners at the local, provincial, and national levels?
5. What has the nominee done to leave a positive and lasting legacy with the people they have worked with?
6. Why should this nominee receive a Lifetime Achievement Award?

A graphic element consisting of a blue triangle pointing upwards, partially overlapping a green triangle pointing downwards. Two black curved lines sweep from the base of the triangles towards the right.

EDMONTON TOURISM AWARDS

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