



INNOVATIVE NEW EXPERIENCE OR PRODUCT DEVELOPMENT AWARD

This Award recognizes a tourism business/organization that has demonstrated innovation in the development of a new or enhanced tourism product or visitor experience to appeal to the local tourism audience in pandemic times and contributes to the regional visitor experience brand. The new offering helps the business operator be resilient or enhance their business in pandemic times in the Hamilton Halton Brant Region.

ELIGIBILITY CRITERIA

- Each participating “tourism industry stakeholder” recognized must be located and/or operating in the geographic regions of Hamilton, Halton, Brant, Six Nations of the Grand River Territory and/or The Mississauga Credit First Nation
- Nomination must be for tourism products/experiences that took place **January 2021 – December 2021**
- Specific Initiatives/Projects that were funded by or partnered with HHBRTA in 2021 are not eligible for the program

NOTE: Self-nomination and nomination of a third party is permitted. *Should the nomination be selected as a finalist, all parties involved (if applicable) will be recognized.*

HOW TO APPLY

All submissions should be between 2 - 5 pages in length. Supporting materials attached to the submission are allowed and are not included in the page limit stated above

The submission deadline is **January 28th, 2022**. Submit your nomination by emailing your submission to:
info@theheartofontario.com

*Please note: Only electronic submissions to the email above will be accepted

If you have any questions regarding the application process, please contact the Industry Relations Officer; Angelica Smith:
Phone: 905 297 0190 ex 105 Email: angelica.smith@theheartofontario.com

YOUR SUBMISSION

1. Describe the tourism product/experience being nominated. What makes it innovative
2. How did it contribute to drive local consumers/visitors to your business?
3. What was the return on investment (ROI) of the new experience or product? Your submission can include:
 - a. Increase in number of visitors
 - b. Increase in visitor spending
 - c. Increase in marketing impressions that resulted in travel purchases
 - d. Special recognition (including media coverage) highlighting the innovative spirit of the new product/experience
 - e. Other relevant information that demonstrates success including partnerships, visitor testimonials, etc.