



Your Prosperity is Our Business  
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## **2017 TOURISM INDUSTRY PRODUCT DEVELOPMENT AWARD**

This award recognizes a tourism organization or business that has implemented an innovative new product or enhancement to a product that has contributed to the success of the business, and has positively impacted the tourism industry in New Brunswick.

### **NOMINATION**

Companies or organizations may be nominated by an industry partner or may self-nominate.

### **ENTRY REQUIREMENTS**

1. The business is eligible if it has been established and operating for at least 12 months prior to March 31<sup>st</sup>, 2017.
2. Achievements or activities being entered must have been completed and fully implemented within the past 12 months.
3. Entrants must be based or operate in New Brunswick. National companies can submit if their corporate headquarters are located in New Brunswick.
4. If at any time following submission of an entry, the business being put forward goes into administration, voluntary receivership, liquidation or bankruptcy, it will be ineligible for an award.

**NOMINATIONS WILL BE ACCEPTED UNTIL APRIL 28, 2017 AT 4:30PM**

## **NOMINATION QUESTIONS**

PLEASE ANSWER EACH QUESTION. MAXIMUM LENGTH IS 250 WORDS PER QUESTION.

### **1. OVERVIEW OF THE ORGANIZATION AND THE INITIATIVE (10 points)**

- Provide a general overview of the business or organization. Include a brief history of its operation; summarize its vision, key objectives and key achievements. (5 points)
- Describe the product development initiative. Be sure to identify what is unique, distinctive, and exciting about the initiative – what sets it apart? Include the budget for your initiative. (5 points)

### **2. RESEARCH/PLANNING (30 points)**

- What led to this initiative? What research and analysis was done, and how was the information used? (10 points)
- What are the goals and objectives of the new or enhanced product? (15 points)
- What is the target market for the new or enhanced product? Does this product fill a gap in the tourism experiences offered regionally? (5 points)

### **3. EXECUTION (30 points)**

- Describe the design and implementation stages of the product innovation (the steps involved in taking the project from the planning stage to completion). (10 points)
- What quality assurance mechanisms were employed to ensure consumer expectations are being met? (10 points)
- List two to three challenges or obstacles encountered in implementing the initiative and explain how each was addressed. (10 points)

### **4. RESULTS (30 points)**

- What were the results of the product development initiative and did they meet or exceed the objectives? Provide specific measurable results such as financial results, customer/visitor satisfaction surveys, visitation, inquiries or website usage, testimonials, or operational efficiencies/improvements. Be sure to tie the results to the objectives. (15 points)
- What sets the product development initiative apart from competitors or other similar product development initiatives? (10 points).
- List two to three ways in which the initiative will be improved. (5 points)

**TOURISM INDUSTRY  
PRODUCT DEVELOPMENT AWARD  
NOMINATION FORM**

**INFORMATION ABOUT THE NOMINEE**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

**INFORMATION ABOUT THE NOMINATOR**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

**PLEASE ATTACH OTHER REQUESTED INFORMATION AND MATERIAL.**

**SUBMISSIONS MAY BE SENT BY MAIL, FAX OR EMAIL TO:**

**TIANB AWARDS SELECTION COMMITTEE  
500 BEAVERBROOK COURT, SUITE 300  
FREDERICTON, NB E3B 5X4  
EMAIL: [shelley@tianb.com](mailto:shelley@tianb.com)  
FAX: (506) 459-3634**

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