

Tourism Atlantic Technology Award Additional Criteria

Nominees must:

- Be members of the provincial TIA
- Have been in business for a minimum of two years.
- Have the ability to complete the sale of tourism related products and services online.
- Have developed or invested in innovative or new technologies to promote or enhance tourism in their operation or region
- Show an investment and/or major improvement to their website design for items such as:
 - Close of sale online
 - Website design
 - Website quality
 - Website functionality
 - Website navigation
 - Website policies

Nomination criteria may also include:

- The technology application has the potential to serve as an inspiration or model for further innovation and/or to others in the tourism sector
- The application of this technology makes a noteworthy contribution to their operation that surpasses previous or current solutions
- The technology initiatives have enhanced and extended tourism-related efforts throughout the region

Nominations must include the following:

- Include name and contact information for both the nominee and the nominator.
- The nominator must inform the nominee that they are being nominated.
- Self-nominations are accepted