



## **Colonel Don Dailley Lifetime Achievement Award**

The Attractions Ontario Lifetime Achievement Award is to recognize individuals who have made significant contributions to the development and promotion of the tourism industry in Ontario. Award recipients have established a visible and long-term record of accomplishment that merits special recognition.

The award recipient will have demonstrated a significant and lasting contribution through his or her business efforts towards the sustainability of the tourism industry and towards the positive image and increased awareness of Ontario as a tourism destination. Through their marketing efforts, their contributions to the tourism industry have resulted in a net benefit to the social, economic, natural or cultural environment of the area in which they have operated. Extra consideration will be given to people that have worked within the attractions sector, but members from other parts of the tourism industry (Destination Marketing Organizations, accommodations) will be considered.

### **Eligibility**

- Nominations will be accepted from all Attractions Ontario attractions members;
- Nominators must be a member of Attractions Ontario for a minimum of one (1) year, with an account in good financial standing;

### **Submission Requirements**

- Letter no more than 2 pages in length describing why this person is worthy of recognition.
- Support materials are not mandatory, however are encouraged. Support materials may include, but are not limited to:
  - Testimonial letters
  - Articles
  - Other recognitions
  - Photographs, slides and videos Note: Submitted materials/samples will NOT be returned

### **Overall Criteria for Short List Selection:**

- Individuals involved with organizations or businesses that support the Ontario tourism industry and contribute to the development of Ontario as a must-see destination
- A minimum length of time in (or associated with) the tourism industry that constitutes a long and sustained contribution (preferably a career spanning decades)
- Demonstrated impact on furthering the tourism industry's growth via marketing efforts
- Innovator in the area of tourism marketing

### **Vision and Leadership**

- The nominee has encouraged the development of leadership among staff and colleagues
- The nominee has inspired, shared and developed a vision for the future of their own organization or association or for the tourism industry as a whole
- The nominee has demonstrated high ethical and professional standards
- The nominee has previously received recognition, acclaim, and awards.

### **Marketing Impact**

- The nominee has had a history of verifiable economic success and positive business impact
- The nominee has exhibited exceptional marketing management expertise
- The nominee has helped shape the tourism industry through enterprising innovation: producing innovative goods or services, service approaches or business concepts
- The nominee is considered an industry leader in the development and execution of innovative marketing strategies.

### **Inspiration and Motivation**

- The nominee has been an inspiration to others, displaying professionalism, a consistently positive and motivating attitude, and demonstrating ongoing respect for others.
- The nominee has helped and encouraged others in the tourism industry via volunteer efforts or mentorship.

### **Industry Contribution**

- The nominee has a demonstrated record of involvement or volunteerism within their greater local, regional, provincial or national tourism community (e.g. belonged to or supported industry associations, boards or committees).
- The nominee's work has contributed to the promotion or support of the tourism industry in Ontario.
- The nominee has contributed to the enhanced professionalism and image of the tourism industry in Ontario.
- The nominee has actively fostered collaboration to promote tourism in Ontario.

Please send submissions to:

Troy Young, Chief Executive Officer  
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Closing Date: Friday, April 1, 2016