



AWARDS OF
Excellence

REVENUE PERFORMANCE TEAM
OF THE YEAR AWARD

THE 2018 AWARDS OF EXCELLENCE IS PRESENTED BY:



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jodylarose@bigpictureconferences.ca

REVENUE PERFORMANCE TEAM OF THE YEAR 2018 AWARDS OF EXCELLENCE

CALL FOR NOMINATIONS AND SUBMISSIONS

Nominations for the Hotel Association of Canada's (HAC) annual Awards of Excellence are now open. The Awards of Excellence proudly recognize HAC members that have demonstrated significant accomplishments, exemplary leadership and tireless commitment to Canada's lodging industry. This year's Awards of Excellence winners will represent some of the finest examples of professionalism, quality and perfection. The Awards of Excellence are chosen by HAC's esteemed Awards Committee.

We encourage your participation and invite you to join us in celebrating the contributions made by your associates and fellow professionals at the HAC Annual Conference at a special evening event on **February 27, 2019**.

INSTRUCTIONS

- HAC encourages the electronic submission of all nominations and support materials.
- Please email your submissions, marked with the subject line: HAC Awards Submission plus the name of the award category you are submitting to.

Email to: info@hotelassociation.ca

NOMINATION DEADLINE:

NOVEMBER 1, 2018

AWARD DESCRIPTION

At a time where internet distribution is at an all-time high, hotel yield and revenue management is changing so rapidly that it is difficult to balance the immediate needs of the business with the long-term positioning of the hotel. Awarded to the hotel revenue team (GM, Director of Revenue Management, Director of Sales, Director of Marketing) who all working together to produce exceptional revenue results. Criteria for evaluation will include what was the new strategy, new program, new marketing, new offer, new social selling and how did the team collaborate to change their business mix/ channel mix and drive direct business.

ELIGIBILITY CRITERION

- Be currently and actively involved in the Canadian lodging industry and member of HAC.
- Initiatives/practices/activities outlined in nomination must have occurred within the 12 months prior to submission date.
- Have demonstrated the production of exceptional results by the hotel revenue team (GM, Director of Revenue Management, Director of Sales, Director of Marketing).
- All nomination forms submitted to the committee must bear the signature of a member of the Hotel Association of Canada.
- Self-nominations are accepted.

NOMINEE FOR REVENUE PERFORMANCE TEAM OF THE YEAR

NOMINEE:

Name: _____ Title: _____

Property/Company: _____

Address: _____

Phone: _____ E-mail: _____

NOMINATED BY:

Name: _____ Title: _____

Signature: _____

Property/Company: _____

Address: _____

Phone: _____ E-mail: _____

NOMINATION QUESTIONNAIRE

1. Is the nominee currently a member of the Hotel Association of Canada (HAC)? (*mandatory*)
Yes ___ No ___
2. What was the new revenue strategy? Include examples of your offers and your strategic pricing decisions vs tactical ones.

3. Describe your marketing program, utilizing any digital platform, including social media campaigns.

4. How did the team collaborate to change the business/channel mix and drive direct business?