



TMAC SCORING CRITERIA / MATRIX

Category: Best Indigenous Tourism Experience in Canada Story

Type: All Media Forms

Description: “We have a story to tell.” Indigenous Peoples in Canada have been here for millennia, and the authenticity, uniqueness and diversity of stories and experiences offered are being celebrated through a vibrant and growing Indigenous tourism industry. Closely guided by community values of respect, honour and integrity, Indigenous Peoples have been sharing their culture with visitors to their traditional territories since time immemorial. Building on these values as sustainable building blocks, businesses are created and welcome guests to learn about and engage with Indigenous Peoples through quality, authentic and transformative Indigenous cultural tourism experiences. *Note: This award category invites submissions that share and celebrate engaging, authentic and transformative, Canadian-based, Indigenous experiences, amplifying and giving voice to the stories from our Indigenous communities that can and should be heard, and experienced.*

Judging Considerations: The criteria for this category are intended to be inclusive of a broad range of media, taking into account both story and the technical presentation of that story. **Written stories are to be judged on words only—images, layout, and design should be disregarded, if they aren’t removed already during the submission process. Judges should assign a score for each criterion (e.g., 0–5 or 0–10 points per category, with no half-points). The total possible score is 35 points. The entry with the highest cumulative score will be deemed the winner. In the event of a tie, the final decision will be determined through discussion among the judges during the final deliberation meeting. To learn more about what “All Media Forms” entails, [see this page](#).

Criteria	Points
Style & Creativity Presents the topic from a unique perspective or in an interesting way. Tone, style, and structure are appropriate for the medium and intended audience.	10
Quality of Content Attention has been paid to the technical aspects of production, inclusive of writing structure, lighting, sound, graphic imagery, experiential design, and user experience; media dependent. There is evidence of thorough research.	10
Impact Information shared adds value to the story and / or for the audience. Is it presented in a compelling or thoughtful way? Does it leave you wanting to have this experience yourself?	10
Overall excellence This is the WOW factor. Does the story leave you with questions, and a desire to discover more or explore further?	5

Total	35
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