



New York State Tourism Excellence Award Categories

Excellence In Overall Tourism Marketing:

1. **Private Sector Entity**
2. **DMOs/TPAs (County Level)/other Tourism Marketing Organizations**
3. **Regional & Statewide Efforts** (Tourism Marketing Organizations, Associations/State Agencies/Regional TPAs/etc)

Excellence in Tourism Marketing Projects & Programs

4. **Public Relations Campaign**
5. **Printed Collateral Materials**
6. **Digital Marketing Campaign**
7. **Niche Marketing**
8. **Best Use of Digital Tools and Outreach To Keep Tourism Top-of-Mind**
9. **Best COVID Response Marketing Effort to Pivot to Success**

Excellence in Tourism Stewardship: Economic Development & Destination Improvement

10. **Excellence in Tourism Economic Development & Improvement**

Excellence in Visitor Service *(includes health & safety COVID response initiatives)*

11. **Private Sector**
12. **Public Sector**

Excellence in Leadership

13. **Excellence in Leadership –**
14. **Excellence in Young Professional Leadership**

We're In This Together –

Extraordinary Efforts in an Extraordinary Year: COVID Response

15. **Most Significant COVID-Related Impact**
in Support of A Community and/or Local Business
16. **Most Significant COVID-Related Impact**
in Outreach to/Support of The Consumer
17. **Excellence In Leadership in Response to the COVID-19 Crisis**

