



2022 NYS Tourism Excellence Awards

Categories and Subcategories:

- **Excellence In Overall Tourism Marketing**
 - Private Sector
 - TPA/County/DMO Local Level
 - Regional or Statewide
- **Excellence In Tourism Marketing Campaigns, Projects & Programs**
 - Public Relations
 - Printed Materials
 - Digital Marketing
 - Niche Marketing
 - Creative Use of Data to Drive Success
- **Excellence In Tourism Stewardship, Economic Development & Destination Improvement.**
 - Individual
 - Organization
- **Excellence In Visitor Service**
 - Private Sector
 - Public Sector
- **Excellence In Leadership: Career/Lifetime Achievement**
- **Excellence In Young Professional Leadership**
- **We Are All In This Together: Extraordinary Efforts To Move Forward - Recovery & Resurgence!**
 - To Assist Community And Local Business Recovery & Resurgence
 - Innovations & Strategies to Address New/Unique/Changing Markets Emerging in Recovery & Resurgence
 - Excellence In Leadership: Moving Forward To Recovery & Resurgence