

# New York State Tourism Industry Association Tourism Excellence Awards October 20, 2016

*Honoring Excellence and Achievement  
In New York State's Tourism Industry*

## 2016 CALL FOR NOMINATIONS

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### 2016 Tourism Awards Overview

The New York State Tourism Industry Association will recognize leaders in New York State's tourism industry who have achieved a high level of excellence and accomplishment. Winning individuals or organizations are selected on the basis of demonstrated commitment, leadership, and accomplishment in the travel and tourism sector for the calendar year 2015.

*Winners will be honored at the NYSTIA Annual Meeting Awards Dinner on Thursday, October 20, 2016 at Villa Roma Resort in Callicoon, NY.*

#### Instructions

1. Applications **must be submitted using the forms and format provided**. You can **download the forms** from the NYSTIA website at [www.nystia.org/tourism-excellence-awards](http://www.nystia.org/tourism-excellence-awards). Use additional paper if needed.
2. All applications and supporting documents must be submitted electronically via NYSTIA's Dropbox. An invitation to join the Dropbox will be emailed once we receive your completed application. Send applications, with the Subject Line 2016 NYSTIA Awards to: [jill@nystia.org](mailto:jill@nystia.org)
3. A program/project may be submitted for more than one award category. However, a separate application is required for each submission.
4. **Preferential evaluation** will be given to entities with programs/projects which demonstrate creativity and multi-community, organizational and regional partnerships.
5. Project/program execution may have begun prior to 2015, but must have additional implementation or carryover into 2015. If your program continued to make an impact in 2016, you may include such information and data.
6. All Nominees must work and reside in New York State; and projects should originate in New York State.
7. **Deadline** for nomination submission is **Monday, September 19, 2016**.

## **Award Categories**

### **Excellence in Tourism Marketing**

Entries shall include an organization's planning and implementation of overall marketing strategy for an attraction, destination or region that is creative and innovative, and resulted in increased attendance, public and private partnerships, media exposure, website activity and/or consumer response.

#### Category Requirements:

- *Documentation of an organization's current marketing plan, implementation examples and quantitative or qualitative results. Implementation examples may include social media, website, print advertising, familiarization tours, packaged itineraries, tourism impact surveys, and television and radio spots.*
- *There will be multiple levels for this category (note: not all categories are guaranteed to be awarded).*
  - *1. Entities within the public sector with budgets less than \$500,000*
  - *2. Entities within the public sector with budgets over \$500,000.*
  - *3. Tourism Marketing Statewide Effort*
  - *4. Tourism Marketing Regional Effort*
  - *5. Tourism Marketing County Effort*

### **Cultural Heritage**

This category includes programs or projects aimed at exposing visitors to the state's unique cultural aspects, increasing visitation to a community or region, and stimulating the local economy. Examples: community promotions exclusively featuring arts, history and/or culture, interpretive exhibits, websites or printed materials; special events such as festivals, and trails (e.g. wine & food, history or recreation).

#### Category Requirements:

- *Provide an overview of project from development to final product. Demonstration of final product may include photos, brochures or guides, website, and posters.*
- *Provide qualitative measurements (e.g. surveys, economic impact, and number of visitors or products sold).*

### **Tourism Economic Development**

Entries are those individuals, communities, or organizations that have fostered economic development and/or enhance a destination as a result of revitalizing a downtown, adaptive reuse of a historic structure to be used as visitor center, museum, restaurant or lodging facility; and/or, encouraged development of a tourism attraction.

#### Category Requirements:

- *Project prospectus and/or photos*
- *Demonstrate project's vision, strategy and plan of execution.*
- *Identify key stakeholders, partners and their involvement in the project*
- *Provide qualitative or quantitative results.*
- *Attraction or destination should be partially operational and accessible by the public in 2015.*

### **Visitor Service:**

This award goes to a tourism promotion agency, community or attraction that has worked strategically to welcome visitors more effectively. Projects/Programs may include, but not limited to, providing front-line staff or docent training, tourism readiness workshops or symposiums, informative and visitor friendly websites, and/or interactive visitor centers focused on "going the extra mile" to serve the public.

#### Category Requirements

- *Submissions may include brochures, pictures, copy of tourism strategies, docent training guides, customer evaluation sand letters, links to websites and/or publicity clips, and when appropriate, a list of the partnering organizations.*
- *There will be two categories for this award: Visitor Service Private Sector; and Visitor Service Public Sector.*

### **Excellence in Leadership**

This award shall honor a tourism professional for excellence in leadership through outstanding initiative, impact of their work, and the inspiration of others.

Category Requirements:

- *No self-nominations are permitted.*
- *Include the following where applicable: number of direct or indirect reporting staff, documentation and photos of programs or projects lead, testimonials from those individuals that were directly impacted by the nominee's leadership skills.*

### **Young Professional Leadership**

Do you work alongside young colleagues who have captured your attention because of their outstanding abilities? Have they shown a strong commitment to increasing their expertise in the travel and tourism industry? Have they demonstrated a capacity to become a future leader in our industry? Tell us about them. We want to provide the opportunity to recognize the brightest rising star!

Category Requirements:

- *Young professionals (age 35 or under) who match the above attributes must be nominated by a current NYSTIA member.*
- *No self-nominations are permitted.*
- *Nominees must have worked in the tourism industry for at least one year.*

### **Partner in Tourism**

This award recognizes a business or individual not directly affiliated with a tourism agency/entity/attraction whose commitment to tourism in New York State is demonstrated through their unique contributions. Examples of a *Partner in Tourism* could range from a marketing firm, a print or digital media provider, a non-profit organization outside of tourism, new event organizer, etc.

Category Requirements:

- *No self-nominations permitted.*
- *Must have made a direct impact on one or more tourism organizations related to NYSTIA.*
- *Provide qualitative or quantitative results where applicable.*
- *Submissions must include detailed descriptions of areas of support for tourism, either in writing and/or photographic evidence.*

## NYSTIA TOURISM EXCELLENCE AWARDS 2016 APPLICATION

### PROGRAM/PROJECT INFORMATION

Project Name Managing Organization	Project Website:	
Address		
Telephone	Organization Website	Email
Date Initiated Project completion date* or state if still active	Project Development Cost:	
	Annual Operating Budget:	
Award Category		
Key Contact		

### NOMINATION SUBMITTED BY

Name	
Title	
Organization	
Address	
Telephone	
E-mail	

### KEY PARTNERS

Please list key participants in the project, including public agencies, local businesses, tourism promotional agencies and community groups. Attach an additional sheet if needed.

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### USE OF APPLICATION MATERIALS

The undersigned grants the New York State Tourism Industry Association permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

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**PROGRAM/PROJECT ABSTRACT**  
(Please limit Abstract to no more than two pages.)

Project Name

Location

**1. Give a brief overview of the program/project.**

**2. List program/project goals.**

**3. Why does the program/project merit the New York State Tourism Industry Association Tourism Excellence Awards?** (You may wish to consider such factors as: impact on the local community; innovative or unique approaches to any aspect of project development; new and creative approaches to addressing aspects of tourism development in New York State)

**4. How does the program/project meet the award category requirements?**

**5. Photographs, website, electronic literature, news articles etc.** Please submit relevant material supporting the nominated project/program via the Dropbox provided to you upon submission.

**PROJECT DESCRIPTION**

Please explain in 500 words or less what makes this project/program unique and exceptional. Include specific details such as challenges overcome, areas if impact, key elements of development, funding sources, future plans, lessons learned, etc.).

**Please direct inquiries to:**

**Submit application materials to**

**Email submission to:** [jill@nystia.org](mailto:jill@nystia.org), *please include 2016 NYSTIA Awards in the SUBJECT line.*

**Deadline** for nomination submission is **Monday, September 19, 2016.**