

Maryland
tourism & travel
EDUCATING, INSPIRING & EMPOWERING Summit

30 years
1981-2010



MTC Awards
Nominations & Criteria





Professional Awards Deadline October 8, 2010.

Every successful team has a strong leader – someone whose commitment, energy and exemplary service lead to great results and inspire others. The Maryland Tourism Council's professional awards honor your colleagues, employees and associates whose skill, dedication, and talent bring professionalism to Maryland tourism. **Recipients must be members of the Maryland Tourism Council.**

Tourism Person of the Year

This prestigious award, now in its 30th year, is given to an industry leader whose exceptional commitment has significantly enhanced and perpetuated the tourism industry in Maryland. **Criteria:** A nominee must work in a tourism-related company in Maryland that is a member of the Maryland Tourism Council. A nominee must be a resident of Maryland with a minimum of five years involvement in the tourism industry in Maryland. Nominee must be in a leadership position and have demonstrated significant success in fostering tourism and furthering the tourism industry in Maryland. Nominees may be from the private or public sector.

Audrey Davenport Hospitality Person of the Year

Named in honor of a Maryland Tourism Council past president legendary for exceptional customer service, this honor is awarded to an individual demonstrating outstanding service to Maryland visitors. **Criteria:** A nominee must work in a tourism-related company in Maryland that is a member of the Maryland Tourism Council. The nominee must have worked in the tourism industry for a minimum of three years, and must display consistently outstanding service and a positive image about Maryland and his/her company. Examples of outstanding service should be included with the nomination.

New Professional of the Year

Nurture new talent by recognizing aspiring tourism professionals. This award is given to a newcomer to Maryland tourism whose spirit and commitment exemplify the ideal of our profession. **Criteria:** A nominee must work in a tourism-related company that is a member of the Maryland Tourism Council. The nominee must have worked in a new position or capacity in the tourism industry for no more than three years and must be an active participant in industry-related activities.

Impact Award

Creating a new partnership... leading a new initiative... working diligently to accomplish a shared goal...the impact award recognizes an individual, business, organization, group or coalition that has made a major impact with an important industry project or product. **Criteria:** Nominee(s) must have generated significant impact on Maryland tourism within the past year. Nominee(s) may be an individual, business, organization, or group.

Tourism Advocate Award


The tourism advocate award is bestowed upon the individual or organization that has successfully led legislative initiatives in state, local or county government that has heightened the awareness of the impact that the tourism industry has on the economy. **Criteria:** Nominees may be elected officials, private-sector employees, volunteers, government employees or organizations. Nominee's leadership should be demonstrated on behalf of a significant legislative issue or public awareness campaign within the past year.

Maryland Tourism Education Foundation Educational Development Award

This award illustrates our industry's commitment to education by recognizing the individual, business, organization or group who has significantly contributed to the education of current and future tourism professionals and who has fostered the recognition of education as vital to the tourism industry. **Criteria:** Nominee may be an individual or organization involved in creating educational opportunities for tourism professionals through personal experience or program development.

Judging Recognition

A panel of judges, composed of past recipients of the Tourism Person of the Year award from throughout the state and from all segments of the tourism industry, will select the recipient of each award. The judges' determination will be based solely on the information included on the nomination form. Please assume that judges know very little about your project/destination. The background information should be as complete and as concise as you can make it. The inclusion of photos/brochures, etc., is very helpful to the judges. Grading is done on a numerical basis from 1 to 10, and the judges reserve the right to change categories if appropriate. Judges who have a nomination in any category recuse themselves from voting in that category.



Marketing Awards

Nominations can be entered in only one category. Deadline October 8, 2010.

Creative... Thoughtful... Innovative... Important qualities for any successful team effort—and for award-winning marketing programs that bring visitors to Maryland! Nominations are open to a tourism professional, group or entity that is a member of the Maryland Tourism Council. Self-nominations from MTC members for marketing awards are accepted and encouraged.

Recipients must be members of the Maryland Tourism Council.

Promotion Awards

Best One-Time Campaign

One-time initiative for promotions with a single, specific focus (i.e., one-time event, brochure, marketing program). **Criteria:** Nominee may be the individual participants of a cooperative promotion or a single individual, organization or company. The new product must have been created and introduced in the past year.

Best Continuing Campaign

Integrated campaign or continuing program for promotions which incorporate a variety of marketing activities or which exist over a sustained period of time. **Criteria:** Nominee may be the individual participants of a cooperative promotion or a single individual, organization or company.

Industry Partnership Award

Teamwork and partnerships are recognized by this award, which is presented to multiple destinations, businesses or organizations that come together to form a marketing alliance. The successful program can be an advertising program, a tour, a publication...or any activity with pooled resources promoting a common product or experience. **Criteria:** All entities in the partnership must be MTC members.

Best New/Improved Product or Event Award

There's always something new... and this award honors the year's best new or improved event, tour, destination, program, promotion or experience. What makes it best? It's innovative, a model for others, and a successful Maryland tourism product. **Criteria:** Nominee should be the entity creating or coordinating the new or improved product or event. The new or improved product or event must have been introduced in the past year.

Best Printed Promotional Material Award

This award recognizes the print publication—advertisement, newsletter, brochure, map, etc.—that uses the best strategy and implementation to promote a tourism entity or activity. **Criteria:** Nominee should be the entity creating or coordinating the new product. The promotional material must have been created and introduced in the past year.

Best Visitors Guide, Destination Compendium, etc.

This award will be presented to the best visitors' guide, destination compendium, etc., produced by any destination or attraction. **Criteria:** This winning publication will be judged on content, presentation, organization and ease of use by tourists.

Best Electronic Marketing Award

New technologies enhance our ability to attract visitors; this award is given to the most strategic, innovative and successful electronic marketing initiative to attract visitors. Nominees can be a web site, an e-mail marketing campaign, an on-line promotion, or TV or radio advertising. **Criteria:** nominee should be the entity creating or coordinating the new product. The electronic initiative must have been created and introduced in the past year. When submitting your nomination, please give us the web site or email a link to the appropriate site to mtc@mdassn.com (note that it is for the Tourism Summit awards judging).

Best Shoestring Budget Award

This award will be presented to the most creative new idea that was implemented on a shoe-string budget (\$5,000 or less).

Criteria: many tourism entities do promotional activities on a shoe string budget. The event/activity must have taken place during the past year.

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Please assume that judges know very little about your project/destination. The background information should be as complete and as concise as you can make it. The inclusion of photos/brochures, etc., is very helpful to the judges. Grading is done on a numerical basis from 1 to 10, and the judges reserve the right to change categories if appropriate. Judges who have a nomination in any category recuse themselves from voting in that category.