

2010 Nebraska Travel and Tourism Industry Awards NOMINATION FORM

Name of Nominee:		
Contact Name: <i>(Person completing form)</i>		
Address:		
City:	Nebraska	ZIP:
Phone:	E-mail:	
Web site (nominee):		
Contact Name Signature:		
Name of person or group who will accept award in Lincoln:		

Please check the category below for which you are submitting a nomination. You are encouraged to submit a nomination in more than one category. **Include a separate cover page and nomination form for each nomination.** (Nomination forms without cover pages will not be accepted.)

	Friend of Tourism
	Outstanding Event (Categories: 0-9,999 and 10,000+)
	Outstanding Tourism Association
	Outstanding Tourism Campaign
	Outstanding Tourism Publication
	Outstanding Web site
	Outstanding Tourism Attraction
	Outstanding Nature Tourism Entity

Please answer all questions on the following pages for each travel award nomination.

All award nominations must be in the Lincoln office **postmarked** by **Friday, September 10, 2010** for consideration. Nominations must either be stapled or binder clipped. Nominations in notebooks or folders will not be accepted.

Please provide **three copies** (one original and two copies) of each nomination. Include letters of support and other supporting materials. (Please do not send letters of support and supporting materials separate from your nomination.)

Send nominations to: Micheal Collins, Nebraska Travel and Tourism Division, P.O. 98907, Lincoln NE 68509

2010 AWARD CATEGORIES

Use no more than two typed pages for each tourism award nomination. Letters of support and other supporting materials do not count toward the two page maximum.

Award winners will **not** be announced until the Awards Banquet at the Travel Conference the evening of October 14th at the Cornhusker Hotel in Lincoln.

In addition to the stained glass award, travel conference award winners receive special recognition in the *2011 Nebraska Travel Guide* and on the Tourism Division's Web site!

Award winners with websites will receive a **FREE** one year banner advertisement on the Tourism Division's Web site in 2011!

FRIEND OF TOURISM

The Friend of Tourism Award is given to a business, organization or media outlet that is not directly involved in the tourism industry but which has been very supportive of local, regional and/or statewide efforts to promote and develop tourism. Freelance writers, corporations, organizations, newspapers, magazines, radio and television stations and other businesses are eligible for this award. The nominee must demonstrate creative involvement in promotional efforts and provide leadership and resources to various projects.

Describe the nominee's tourism business or association and his/her efforts to increase tourism revenue in the area. Explain the nominee's contributions to tourism promotion and include examples of his/her efforts to partner with the local tourism industry.

OUTSTANDING EVENT

This award is given to an event based on the population of the host community. **The event must occur between September 10, 2009 and September 10, 2010 to be considered.** Theatrical productions, concerts and presentations are ineligible. The two categories are 0-9,999 and 10,000+.

Provide a brief history of the event, including why it was started, how it has evolved and its effect on the local economy. Include any changes to the event that have occurred. Include the community population where the event takes place and provide a summary of volunteerism, press coverage and annual attendance. New events are eligible in this category.

OUTSTANDING TOURISM ASSOCIATION

This award is given to a group or association that promotes a region or the state. Eligible applicants include, but are not limited to, highway, scenic byway and regional and statewide tourism associations. The nominees must demonstrate a variety of marketing tools and projects in order to increase tourism revenues to the region.

Describe the association, including its history and mission and provide examples of how it has brought or increased tourism revenue to the region. Include samples of projects and discuss their impact on the region. Include a list of all communities and entities involved in the association.

OUTSTANDING TOURISM CAMPAIGN

This award is given to a community, business or organization that successfully conducted an ad campaign or tourism awareness program. This can include successful ad campaigns, direct mail projects, FAM tours, tourism awareness campaigns and other tourism-related projects. The nominees must show the various avenues used to promote tourism and the success of those projects.

Describe how the tourism campaign increased tourism revenue and/or local awareness about the importance and economic impact that tourism has on communities and areas. Be specific on how the nominee conducted its campaign, the targeted audiences and how those audiences were chosen. Include budget information, samples of projects and copies of photographs, advertisements and other documentation about the history of the campaign and its tourism impact on the region.

OUTSTANDING TOURISM PUBLICATION

This award is given to a community, business or association that produced a successful tourism publication. The publication can include visitors' guides, meeting planners' guides, group tour planners or other tourism-related publications, such as CDs, DVD's and other forms of electronic media.

Provide a history of the nominee and its involvement in the tourism industry. Include information about the publication's target audience and how that audience was determined. Explain the publication's marketing plan and budget. Describe how successful the publication was to entice visitors. Include an original of the publication.

OUTSTANDING TOURISM WEB SITE

This award is given to a group, community, business or organization that hosts a tourism-related Web site. The Web site should be tourism related with a variety of options for the user. The nominees must present statistics on usage, as well as ways that the Web site has increased tourism visitation to the area.

Describe the nominee's involvement in the tourism industry and its history with Web sites. Include reasons behind the design of the Web site and its impact on the nominee's tourism efforts. If the nominee is an existing Web site that was improved, describe the improvements and the reasons for making them. Include the Web site address and a copy of the front page.

OUTSTANDING TOURISM ATTRACTION

This award is given to Nebraska tourism attractions that have worked toward the continued success and growth of their community's and the state's tourism industries. Attractions that have undergone significant improvements, changes or additions to increase the number of visitors to the attraction, community, region, and state are encouraged for nominations. All Nebraska

attractions are eligible for this award, such as museums, zoos, cultural and performance art centers and historical sites and parks.

Describe the attraction's impact on the local, regional and statewide tourism levels. Describe how the attraction has worked to increase the number of visitors to the community, region and state. Describe how the attraction has partnered with other tourism entities in the community, region and state.

OUTSTANDING NATURE TOURISM ENTITY

This award is given to an outstanding ag- and eco-tourism entity, such as outfitters, bird and wildlife watching facilities, working farms and ranches, farmers markets, wineries and vineyards, non-profit groups, nature tourism related businesses and non-profit groups that have had a substantial impact on the local, regional and state's nature tourism economy.

Describe how the entity has impacted the nature-tourism industry, its history, future plans and projects to further better this industry and the services/activities/events it offers. Include supporting materials, such as letters of support, customer testimonials, marketing materials and plans and other information to demonstrate the entity's overall economic and tourism impact.

Please contact Micheal Collins if you have questions:

- 402.471.3795 (office)
- 402.432.1384 (cell phone)
- 877.632.7275 (toll-free)
- micheal.collins@Nebraska.gov

Travel conference award nomination forms also are located on the Nebraska Travel and Tourism Division's Industry Web site: <http://industry.VisitNebraska.org>