

Alabama Tourism Awards

2009 Nominations

CHECK ONE CATEGORY:

- | | | |
|---|--|---|
| <input type="checkbox"/> Alabama Tourism Hall of Fame | <input type="checkbox"/> Tourism Advocate Award (Government) | <input type="checkbox"/> Tourism Organization of the Year |
| <input type="checkbox"/> Attraction of the Year | <input type="checkbox"/> Tourism Advocate Award (Media) | <input type="checkbox"/> Tourism Partnership Award |
| <input type="checkbox"/> Event of the Year | <input type="checkbox"/> Tourism Employee of the Year | <input type="checkbox"/> Welcome Center of the Year |
| <input type="checkbox"/> Governor's Tourism Award | <input type="checkbox"/> Tourism Executive of the Year | <input type="checkbox"/> ABTT Employee of the Year |
| | <input type="checkbox"/> Rising Star | <input type="checkbox"/> Theme Campaign Award |

NOMINEE – CONTACT INFORMATION:

Nominee's Name: _____
 Address: _____
 City/State/Zip: _____ Phone: _____ Fax: _____
 Email: _____

NOMINATOR – CONTACT INFORMATION:

Nominator's Name: _____
 Address: _____
 City/State/Zip: _____ Phone: _____ Fax: _____
 Email: _____

CHECK ALL MATERIALS ENCLOSED:

- One-page typewritten statement explaining why the nominee is deserving of the award (**required**)
- Supporting material, stapled to this form or enclosed in a binder/notebook (**optional**)

RULES & REGULATIONS:

- | | |
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| <p>1. See reverse side for each award's set of criteria.</p> <p>2. You may make a copy of this blank form if you wish to fill out more than one nomination.</p> <p>3. It is permissible to nominate your own attraction, event, organization or co-worker for any award, if desired. You may not nominate yourself for an individual award, however.</p> <p>4. Past award winners may be renominated in recognition of new accomplishments, except in the Tourism Hall of Fame category. Judges will be informed of past winners.</p> | <p>5. All nominations will be reviewed by an in-state panel of tourism industry professionals. Afterward an out-of-state panel of tourism professionals will select the award winners.</p> <p>6. ABTT reserves the right to move a nomination into another category if appropriate, or to reject a nomination if it does not meet appropriate standards or criteria.</p> <p>7. Winning nominations will not be returned; others returned if accompanied by a stamped, self-addressed envelope.</p> <p>8. Winners will be announced August 12, 2008</p> |
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Deadline: MAY 20, 2009. Return to:

**Alabama Tourism Awards • Alabama Tourism Department
 401 Adams Ave., Ste. 126 (zip 36104) • P.O. Box 4927 (zip 36103-4927)
 Montgomery, AL • Attn: Cynthia Flowers, Awards Coordinator**

1-800-ALABAMA • Fax: (334) 242-1478 • E-mail: cynthia.flowers@tourism.alabama.gov

CRITERIA

One or more of the award criteria must be covered in the nomination. It is NOT required that all be covered.

Alabama Tourism Hall of Fame

- Outstanding career contributions benefiting tourism at the local, regional or state levels
- Pioneering or groundbreaking efforts in developing tourism in Alabama
- Enhancement of local, regional or state image as a tourism destination
- Copies of bios and/or resumes
- Letters of recommendation from others
- Nominee must be retired from the travel industry
- Posthumous nominations permitted

Attraction of the Year

- Outstanding performance by any attraction
- Outstanding economic impact statistics
- Quality and effectiveness of marketing efforts (ads, brochures, etc.)
- Additions and/or improvements designed to increase appeal to tourists
- Attendance increases (percent)
- Enhancement of local, regional or state image as a tourism destination
- Letters of recommendation from others
- Winner will receive special coverage in the 2009 Official Alabama Vacation Guide (distributed to 300,000 potential visitors)

Event of the Year

- Outstanding performance by any event
- Outstanding economic impact statistics
- Quality and effectiveness of marketing efforts (ads, brochures, etc.)
- Additions and/or improvements designed to increase appeal to tourists
- Attendance increases (percent)
- Enhancement of local, regional or state image as a tourism destination
- Letters of recommendation from others
- Award can go to either an annual event or a one-time special event held prior to 5/1/08

Governor's Tourism Award

- Special contributions to tourism not covered by any other award categories
- Enhancement of local, regional or state image as a tourism destination
- May include deeds of generosity, hospitality and/or volunteerism that benefit tourism
- Award can go to an individual, couple or group
- Award can also go to an organization or business not normally regarded as being part of the tourism industry
- Copies of bios and/or resumes
- Letters of recommendation from others

Tourism Advocate Award (Government)

- Outstanding support of tourism by a local, state or national elected official
- Outstanding contributions benefiting tourism at the local, regional, state or national levels
- Development of new and/or improvement of existing programs/legislation that benefits tourism
- Enhancement of local, regional or state image as a tourism destination
- Copies of bios and/or resumes
- Letters of recommendation from others

Tourism Advocate Award (Media)

- Outstanding support of tourism by the print, broadcast or electronic media
- Award can go to an individual (travel writer, photographer, TV/radio reporter, etc.)
- Award can also go to a business (newspaper, magazine, TV station, website developer, etc.)
- Outstanding contributions benefiting tourism at the local, regional, state or national levels
- Enhancement of local, regional or state image as a tourism destination
- Letters of recommendation from others

Tourism Employee of the Year

- Outstanding job performance by anyone employed in the Alabama tourism industry, other than as a CEO, president, executive director, general manager, owner, etc.
- Support of new and/or existing projects that benefit tourism
- Enhancement of local, regional or state image as a tourism destination
- Copies of bios and/or resumes
- Letters of recommendation from others

Tourism Executive of the Year

- Outstanding job performance by anyone involved in the Alabama tourism industry as a CEO, president, executive director, general manager, owner, etc.
- Development of new and/or improvement of existing projects that benefit tourism
- Active support of state tourism industry through involvement in National Tourism Week, Governor's Tourism Conference, professional associations, etc.
- Enhancement of local, regional or state image as a tourism destination
- Copies of bios and/or resumes
- Letters of recommendation from others

Tourism Organization of the Year

- Outstanding job performance by any Chamber, CVB, or tourism organization
- Outstanding economic impact statistics
- Quality and effectiveness of marketing efforts (ads, brochures, etc.)
- Development of new and/or improvement of existing programs that benefit tourism
- Active support of state tourism industry through involvement in National Tourism Week, Governor's Tourism Conference, professional associations, etc.
- Enhancement of local, regional or state image as a tourism destination
- Letters of recommendation from others

Tourism Partnership Award

- Outstanding efforts by two or more businesses, organizations, attractions, events and/or individuals to combine their resources in creative, innovative and/or cost-effective ways to promote tourism in Alabama
- Quality and effectiveness of marketing efforts (ads, brochures, etc.)
- Enhancement of local, regional or state image as a tourism destination
- Letters of recommendation from others

Welcome Center of the Year

- Outstanding job performance by any of the eight official Alabama Welcome Centers
- Support for local, regional or state tourism organizations
- Exemplary service in unusual circumstances (severe weather, travelers with personal emergencies, etc.)
- Enhancement of state image as a tourism destination
- Copies of thank-you notes and/or letters of appreciation received from Welcome Center visitors
- Letters of recommendation from others

ABTT Employee of the Year

- Outstanding job performance by any ABTT central office/Welcome Center staff member
- Development of new and/or improvement of existing projects that benefit tourism
- Positive impact on ABTT's image within Alabama and the state tourism industry
- Enhancement of state image as a tourism destination
- Copies of bios and/or resumes
- Letters of recommendation from others

Rising Star

- In tourism Industry less than 2 years
- Constantly striving to enhance agency image thru tourism
- Organizer, willing to take the lead
- Copies of bios and/or resume
- Letters of recommendation from others

Theme Campaign Award

- Worked tirelessly in a Year of Campaign
- Can be individual/or organization
- Must provide how contributed to the campaign
- Enhancement of campaign as a tourism destination
- Copies of bios/and or media coverage
- Letter of recommendation from others

Deadline: May 20, 2009