

The North Carolina Travel Industry Association

Tourism Achievement Awards

Call for Entries

We are very pleased to announce that during the Tourism Leadership Conference, November 16-17 at the Charlotte Convention Center in Charlotte, NC. NCTIA will once again recognize the achievements of our members this past year! The purpose of the Tourism Achievement Awards is to honor and showcase innovation, best practices, creativity and the results accomplished through our industry's marketing efforts.

Take a look at the categories and let us know where your organization shined!

***Judges Tip:* Annually, we review around 150 submissions. We need your help getting to the goods faster. Cut the fluff and hone submissions down to what matters most. If you're submitting long-form videos, either edit the submissions down to best minute or two, or give us the time-code where you want the judges to start viewing. Less is more!**

MARKETING AWARD CATEGORIES

1. **Leisure Visitors:** For many of us, leisure travelers are the life's blood of our local tourism economies. Everyone loves to travel, and yet as we all know, getting visitors into a particular business or a destination is anything but easy. The competition is fierce and budgets are limited. So how did you make it happen? An ad... print, television, outdoor, online? A great public relations effort, or social media campaign? A standout travel guide or newsletter? All of the above, something else? Doesn't matter, just show the judges how you set a goal for leisure visitors to take a particular action, identified the perfect solution and then executed. What were the measurable results? You're limited to two entries within this category, but each entry can be a single piece that moved the needle, or a whole campaign that got the job done. Just make sure that you aren't requiring the judges to sift through the haystack to try and find the needle (they won't).
2. **Meetings and Conventions:** There are a lot of different tactics that we deploy to standout to planners and decision committees to attract new and repeat meetings and conventions. The key is to show the judges how you recognized the challenge and then pulled the tools out of the toolbox to make it happen. Was it an ad, or maybe a standout folder that sealed the deal? Maybe the solution wasn't even a physical piece at all, but rather, an innovative sales pitch or some way that you brought the destination/facility to the planner? Your entry should show the judges how you rose to the occasion to book the business.

3. **Group Visitors (for example, Motorcoach, Sports, Reunion, Wedding...a group of travelers visiting for a purpose other than leisure or a meeting or convention):** These niche segments can mean big business. The people responsible for planning on behalf of others take that job very seriously. They're demanding and aren't easily swayed, but somehow, your organization cracked the code. Pull back the curtain and take the judges through your process on identifying target, setting a measurable goal and the tactics you used, whatever those tactics may have been.
4. **Community Stakeholders (Local travel industry partners, local public):** Our industry does a great job of attracting visitors and keeping local economic engines humming, but an equally important piece of the puzzle is making sure that hometown folks are informed and educated about our work and that they recognize the value of the organization. Do you have a special way of getting the word out and building relationships within your community? How about getting local audiences engaged in new programs and community initiatives? Please share the goal for the program, strategy for achieving the goal and how you measured success.

Each Marketing Award Category submission (1-4) should answer the following questions:

Goal - What were you trying to accomplish?

Strategy – What challenges did you identify and what was your plan of attack to meet and exceed objectives?

Evaluation/Results - How did the marketing piece or campaign deliver against the goal? What set this program apart and made it special?

5. **BEST OF SHOW:** Judges will select the one shining example which best exemplifies the complete package of innovation, creativity and results. There is no need to submit a separate entry. All entries from categories 1-4 will be considered for BEST OF SHOW.
6. **INNOVATION AWARD:** Similar to BEST OF SHOW, judges will select one submission which exemplifies an innovative approach to communication, organization or promotion. There is no need to submit a separate entry. All entries from categories 1-4 will be considered for the INNOVATION AWARD.

INDIVIDUAL AWARDS

Nominations for individual awards will be accepted electronically and you will find the nomination forms on the NCTIA website or by [clicking here](#).

1. **Destination Rising Star** (*electronic submission, DMANC SIG Members only*)
One award given annually to a member bureau or staff member who has worked a total of

3 years or less in a North Carolina bureau and has made an immediate significant impact to his or her organization and to destination marketing in North Carolina. Nominations for CEO's are made by DMANC members. Nominations for staff members are made by that bureau's CEO.

2. **Barentine Special Achievement** (*electronic submission, DMANC SIG Members only*)
Named in honor of DMANC's first president, Richard Barentine, this award is given annually to an individual who has demonstrated both significant service to DMANC in helping to achieve its mission and is recognized as a leader in tourism in North Carolina. Members should nominate deserving individuals from other bureaus, rather than self-nominate someone from their own organization. The current President of DMANC is not eligible for this award while serving his or her term.
3. **NCTIA Public Service Award** (*electronic submission*)
NCTIA recognizes an individual or organization making a significant contribution to the promotion of travel to North Carolina that transcends personal gain. Any government agency, department, or government tax supported organization qualifies for this award.
4. **Tourism Excellence Award for Business Organization** (*electronic submission*)
This award recognizes a business or organization that enhances the statewide promotion of travel to North Carolina. The primary effort may have been for the benefit of the business or organization but must have unquestionably and materially benefited travel promotion and/or development across the State of North Carolina.
5. **Tourism Excellence Award for Individual** (*electronic submission*)
This award recognizes an individual from the private sector who has performed an apparent service to the development and/or promotion of travel to North Carolina. That service must have transcended personal gain. No government official, government employee or government agency can be considered for this award.
6. **Charles Kuralt Award** (*electronic submission*)
The sole criteria for this award is to recognize an individual who brings exceptional, positive public attention to the State of North Carolina through some form of mass communication. As the award name suggests, preference is given to journalist or mass media communication specialists.
7. **NC Visitor Attraction of the Year** (*electronic submission*)
This award recognizes a North Carolina visitor attraction that exemplifies excellence and sets the standard for an exceptional visitor experience. The successful nomination will include examples of community engagement, visitor interaction and a history of positive impact on visitation.

ELIGIBILITY/LIMITATION OF ENTRIES

Participation is open to members of NCTIA. The submission process has been designed to be simple and straightforward so that every member can participate. Since the emphasis is on the tourism business' work product and problem-solving ability, please do not utilize the services of a communications company or ad agency to write or prepare submissions except as needed to provide copies of the marketing materials being entered. It is acceptable, however, for communication companies/advertising agencies to have been utilized in the original creation of the marketing.

All work submitted must have been completed in the time period from **July 1, 2021 through June 30, 2022**. If definitive results are not available for a specific project in time for submission in this year's program, it is recommended that you hold the submission until next year. Entries will be displayed at the NC Tourism Leadership Conference, November 16-17, 2022.

DMOs with multiple or separate tax jurisdictions under their umbrella organization may only submit as the DMANC SIG member and their corresponding annual budget.

AWARD SUBMISSION CATEGORIES/METHOD OF PRESENTATION

Marketing Award Categories (1-4) – hard copy and electronic submissions will be accepted. Blogs, e-newsletters, website promotions and any other electronic media should be sent via e-mail with a link to a recent issue or webpage. The submission form should be attached to the email.

Judges Tip: Do not submit multiple examples electronically of the same thing, such as newsletters. Pick the best examples and just submit no more than two.

Hard copy submissions should have the submission form mounted on black or white poster board, foam board or cardboard (11" x 14" or smaller) with the item to be judged mounted on the reverse side.

Judges Tip: If you are submitting multiple pieces of collateral, or a heavy, thick visitors guide, mount an envelope on the foam board and place the collateral in the envelope.

Best of Show - a submission form is not necessary. Best of Show will be selected from the Marketing Award Categories (1-4).

Innovation Award - a submission form is not necessary. Innovation Award will be selected from the Marketing Award Categories (1-4).

Individual Award Categories - please use the online nomination forms found on NCTIA.travel

METHOD OF JUDGING

Marketing Awards are judged on a graduated point scale system based on their own merit and demonstrated success in achieving the stated objectives. To account for differing bureau budget sizes, two or three tiers may be created. The selection of appropriate dividing points for these categories will be determined based upon the number of entries received within a category and upon approval of the Committee Chairperson(s). NCTIA Staff will tabulate the score sheets. Platinum awards will be given for the highest scores and gold awards will be given for the second highest scores in each category.

The **Destination Rising Star Award** is judged by the annual nomination committee. The **Barentine Special Achievement Award** is judged by active members of NCTIA who are former Barentine Award honorees and the nomination committee.

AWARD SUBMISSION DISPLAY

To allow for maximum shared learning to take place, entries will be displayed during the North Carolina Tourism Leadership Conference.

IMPORTANT DEADLINES AND TIMETABLE

October 26, 2022	Entries Due
November 17, 2022	Presentation of Awards at the NC Tourism Leadership Conference

Due to the time that will be required to judge the entries, submissions received after the October 26 deadline will not be accepted. Please make sure your entries are received on or by the due date. Send electronic submissions to Molly Pusateri at Molly@TheManagementOffice.com Please send each entry as a separate email document with the category name and bureau name in the subject line.

Mail or ship all other entries to:

Molly Pusateri
North Carolina Travel Industry Association
1307 W. Morehead Street, Suite 207
Charlotte, NC 28208

Questions should be addressed to NCTIA, Molly Pusateri (704) 333-8445.

Good luck! We look forward to receiving your submissions and celebrating the work of our industry at the NC Tourism Leadership Conference in November!