

2011
GOVERNOR'S
TOURISM
AWARDS

GUIDELINES AND NOMINATION FORM

ENTRY DEADLINE: JANUARY 3, 2011

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2011 GOVERNOR'S TOURISM

AWARDS

The New Jersey Governor's Conference on Tourism is a joint venture of the New Jersey Department of State, Division of Travel & Tourism, and the New Jersey Travel Industry Association. The mission of this annual event is to provide educational and networking opportunities to the dedicated professionals in New Jersey's tourism industry. The Governor's Tourism Awards Ceremony serves to recognize the individuals and organizations for excellence and creative accomplishment in tourism marketing and promotion that have contributed to the experience of our visitors and the quality of life of our residents.

Eligibility:

Projects, events, activities, programs, partnerships, promotional initiatives, associations, websites, or attractions by any individual (including elected officials), business, or organization, public or private, profit or non-profit who works toward the common goal of improving the New Jersey tourism product, attracting out-of-state visitors, increasing tourism expenditures, and providing a healthy quality of life for our residents. The nominated program must have been initiated, established, improved upon, and/or completed between January 1, 2010 and December 31, 2010. **Deadline for nomination is January 3, 2011.**

**Winners will be honored at the
2011 Governor's Conference on Tourism
March 23-25 at Trump Marina in Atlantic City**

NOTE: The Awards Ceremony will take place at the conference opening session Thursday morning, March 24. Gold and Silver nominees will be contacted prior to the awards ceremony. Selection of the most prestigious award (Gold) and worthy recognition (Silver) will be announced at the Awards Ceremony. **You must be registered to attend.** Registration information will be available at www.visitnj.org/industry and www.njtia.org.

Benefits:

Award winners will receive:

- Official logo stating "Winner of a 2011 Governor's Tourism Award" for use on advertising collateral, brochures, and websites;
- Inclusion in a press release created by the Division of Travel & Tourism announcing award winners;
- Featured link on www.visitnj.org and www.njtia.org.

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Eleven Categories:

Print Visitor Guide:

- Six hardcopies of the visitor guide must be sent along with an entry form. Please submit an entry form and a summary via Divshare.com (*see page 9 for more details*). Sending physical guides negates the need to submit a PowerPoint presentation for this award. If the guide is also available online, please include the web address where it can be found on your entry summary.

Print Advertising (black & white or color; one or more ads of a single campaign):

- Please submit original digital artwork files rather than scanned tear sheets from magazines, newspapers, catalogs, or mailers. Tourism professionals are faced with the challenge of maintaining their visibility in an extremely competitive travel climate. Has the entrant met this challenge through a unique print advertising initiative? Has visitation and participation increased as a result?

Broadcast Advertising (Television or Radio Commercial or PSA):

- 60 seconds or less, 1 – 3 spots of a single campaign. The entry must be submitted as a Windows Media or RealPlayer format via Divshare.com (*see page 9 for more details*). Please submit through your online DivShare application footage separate from your PowerPoint presentation.

Public and Media Relations:

- Campaigns may be directed at niche markets or a general travel audience but must focus on a single, unified theme. Campaigns may also relate to special events or overall tourism promotion. The program can include elements such as digital press releases, digital press rooms, blogs, and other forms of social media. Has the nominee utilized a public relations/media campaign to maximize its public exposure? Has it hosted FAM tours, created pitch letters, or issued news releases to market to the public or trade?

Niche Marketing:

- Marketing efforts directed to a specific type or category of travel, such as cultural tourism, heritage tourism, agri-tourism, nature-based tourism, technical tours, fishing, golf, sports, voluntourism, GLBT, or culinary. Niche marketing is a powerful tool that synergizes the activities and services of a specific market segment. Has the nominee successfully created product and targeted its audience to capture the interest of this sector?

Partnerships/Co-Operative Marketing:

- A marketing effort where the entrant and other enterprises (public or private/commercial or non-profit) cooperate to promote travel to or within state where the nominee has a principal role in developing, financing, and/or executing the project. Partnerships are of utmost importance to the continuing strength of the New Jersey tourism industry. Did a partnership leverage marketing funds or add stability to the participating parties? Did the partnership add value to the visitor's experience in New Jersey?

Websites:

- The internet has changed the way travelers choose and purchase vacations. Has the nominee created a new website or improved upon an existing one? Is the website engaging, easy to use, and practical? Does it entice visitors to visit a destination or attraction and ensure that web hits result in actual visitation?

Interactive Marketing:

- Projects that put your destination on the “cutting edge” of promotion. This may include electronic, interactive, or telecommunications systems applications in travel promotion. Some areas to consider: CD-ROM, multi-media, interactive kiosk, search engine optimization, social media efforts, mobile marketing, and film and audio/visual.

Packaging:

- Packaging is a powerful tool and can add greatly to the perceived value of a visitor’s experience. Has the nominee created a package that synergizes the activities and services of a variety of businesses and organizations? Has the package helped maintain visitation during off-peak periods? Has it resulted in increased visitation from group leaders, tour operators, or FITs? How was the package promoted and sold?

Special Promotion:

- Submissions in this category may include: direct marketing, special events, public and media relations, industry/public awareness, film/video and digital productions such as infomercials, documentaries, image pieces, short films, and video productions of all types that are not paid media formats, and any other marketing or creative product that does not fit in any of the above categories.

Best Overall Program:

- This category judges the best overall tourism marketing program. It should demonstrate how various marketing tools complemented each other on a single campaign. The submission may, but is not required to, represent an entire year’s work. It can be for a limited period or product, but it must be multidisciplinary in approach (that is you cannot present just one marketing tool). The judges will be looking at how two or more aspects of your program worked together to create an effective tourism campaign. Measurement of results is particularly important and should be weighed in relation to limitations that the submission may have faced (budget constraints, time, size of staff, etc.).

How to Submit:

Entry forms and summaries must be submitted as PDF documents. Creative imagery must be submitted within a PowerPoint presentation and must include descriptive copy on the slides explaining each image (10 slides maximum – one PowerPoint per entry). Video/audio clips must be submitted in Windows Media or RealPlayer files separate from the PowerPoint Presentation. All files must be submitted through the online file sharing website DivShare.com. The Print Visitor Guide category is the only exception in which 6 hardcopies of your visitors guide must be sent to Phyllis Oppenheimer (see page 11 for address). Below are detailed entry guidelines. An entry submission checklist and directions on how to use DivShare.com can be found on pages 8 and 9.

ENTRIES MUST BE RECEIVED BY CLOSE OF BUSINESS JANUARY 3, 2011.

Entry Guidelines:

1. Entrants must complete an official entry form for each entry. The form is located on page 8. Please submit one entry form per entry as a PDF via DivShare.com (see page 9 for submission details).
2. In addition to the entry form, nominees must submit a concise summary of the entry. The summary must not exceed two 8 ½” x 11” pages, typed in 12 pt. Times New Roman font, single-spaced, with one inch margins. Less is more in this case as quality is more important than volume. For ease of judging you must reference specific slides from your PowerPoint presentation in your entry summary. For example, if talking about your website, please refer to a specific PowerPoint slide containing a screen shot of your website.

Prior to mailing your entry, be sure to proofread your entry summary. Make sure that your summary addresses the six required description elements outlined below. What’s left out could make a difference. Also, please keep judging criteria in mind when preparing your entry (page 11). Please submit one summary per entry as a PDF via DivShare.

The summary must address the six essential elements below:

Program Description, Time Period, and Target Audience/Market

- **Objectives:** Objectives must be clearly stated, specific, and measurable (what is to be achieved, by when, using what resources, etc.) This will laid judges in determining how well the status results met the stated objectives.
- **Program Cost:** Entries in the marketing and promotion categories should indicate the budget allocated for the promotion or program.
- **Implementation Plan or Strategy:** Describe the various elements of the program, activity or campaign techniques used; tactics undertaken and how they support the

objectives; creative steps taken; and difficulties encountered. Identify any partners and their roles.

- **Evaluation Methodology:** Describe the methodology used to evaluate this campaign/project. Please explain measurements used in obtaining results.
 - **Impact/Results:** State clearly the quantified results achieved (i.e., percentage increase in visitor inquiries or website hits or market share increase over the previous period, greater economic impact).
3. Accompanying images must be submitted in PowerPoint presentation format (i.e. brochures, inserts, tear sheets, posters, exhibits, photos or other visual material relating to the program). You may submit no more than 10 slides and must include concise descriptive copy on your PowerPoint presentation in your entry summary. Please submit the highest quality images possible. Bear in mind that if your entry is chosen as a winner, your images will be projected on a 9' x 12' screen at the Awards Ceremony.
 4. Please submit one PowerPoint presentation per entry via DivShare.
 5. However, if submitting an entry in the Print Visitor Guide category, you are not required to submit a PowerPoint presentation. Instead please mail 6 hardcopies of the visitors guide along with an entry form (page 8). Please **also** submit an entry form and a summary via DivShare.com. If the guide is available online, please include the web address where it can be found on your entry summary.
 6. Video/audio clips must be submitted as Windows Media or RealPlayer readable files separate from the submitted PowerPoint presentation. Please submit Video/audio files via DivShare. If the clip is available on a video sharing website such as YouTube, please include this website address in your PowerPoint presentation.
 7. Entrants are urged to submit the minimum amount of material necessary to communicate the merits of the program. Overwhelming the judges with quantity as opposed to quality will be counterproductive.

OFFICIAL ENTRY FORM

The 2011 Governor's Tourism Awards are for New Jersey tourism destinations, attractions, and other tourism venues. Please refer to the Entry Guidelines for questions of eligibility. **A copy of this form must accompany each entry** along with a concise entry summary addressing the essential elements outlined in the Entry Guidelines. All entry materials, including entry form, summary, PowerPoint presentation, and video/audio clips must be submitted to the New Jersey Division of Travel and Tourism via the online file sharing website, DivShare.com (See page 9 for further details). The Print Visitor Guide category is the only exception in which six hardcopies of your visitors guide must be sent to the address listed on page 11. **Please duplicate this form as necessary for multiple entries.**

Nominee Information

Nominee (**FOR PUBLICATION**): _____

Organization: _____

Phone: _____

Email: _____

City, State, Zip _____

Category (Place an "X" in only one of the boxes below – each entry requires an entry form)

- | | | |
|--|---|---|
| <input type="checkbox"/> Print Visitor Guide | <input type="checkbox"/> Public and Media Relations | <input type="checkbox"/> Websites |
| <input type="checkbox"/> Print Advertising | <input type="checkbox"/> Niche Marketing | <input type="checkbox"/> Packaging |
| <input type="checkbox"/> Broadcast Advertising | <input type="checkbox"/> Partnerships/Cooperatives | <input type="checkbox"/> Special Promotion |
| | <input type="checkbox"/> Interactive Marketing | <input type="checkbox"/> Best Overall Program |

Contact Information FOR FOLLOW UP CORRESPONDENCE

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____ Email _____

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ONLINE SUBMISSION PROCESS

ABOUT DivShare.com

All entry materials must be submitted to the New Jersey Division of Travel and Tourism via DivShare.com. DivShare is a free, easy-to-use online platform that allows you to upload and submit your entry materials (i.e. PDFs, PowerPoint presentations, videos and audio files). Each upload generates a unique download URL, and as a closed site, only people with whom you share that URL have access to the file.

I. HOW TO SET UP AN ACCOUNT

1. Visit www.divshare.com and click on the “Sign Up” tab in the top right corner of your screen.
2. Enter your first name, email address, choose a password, enter the security words, and click the “Sign Up” tab. On the next page, scroll to the bottom and click “No, Thanks.”
3. Check your inbox for a confirmation email from DivShare. Once you have opened an account with DivShare you have **24 hours** to click on the confirmation link and login to your account.
4. After you login for the first time, you’ll be asked if you wish to upgrade your account. With 5GB of free available storage on your account you shouldn’t need the upgrade, so simply click on “Continue to FREE Divshare” located on the top right of your screen.
5. Click on the “My Account” link at the top of the page. Under the “Preferences” section on the right of your screen, be sure that you **do not** have checks within boxes preceding the following statements; “Do not convert my videos to Flash”; “Do not convert my documents to Flash”; “Don’t show embed code for my Flash players”; “Don’t allow downloads of my MP3s and videos.”
6. Now that you’ve created an account you’re ready to upload documents and files.

II. HOW TO UPLOAD AND SHARE DOCUMENTS AND FILES

1. Click on the link located at the top right of your screen entitled “Upload.”
2. Click the “Upload Multiple Files” link under “Select a File.” Browse your computer for the documents and files you’d like to upload. Click the “Upload” tab. You can upload 200 MB at a time.
3. Now that all of your documents and files have been uploaded, you’re ready to share these documents/files with the New Jersey Division of Travel & Tourism.

III. SUBMITTING DOCUMENTS AND FILES TO NEW JERSEY DIVISION OF TRAVEL & TOURISM

1. Click on the “Dashboard” link at the top of your screen.
2. Under the “All Files” tab you’ll see a listing of all of the documents/files that have been uploaded to your account.
3. To share your documents with the Division of Travel & Tourism for judging, click the “Share” button below each of your document/files and **type** phyllis.oppenheimer@sos.state.nj.us within the “Email To” box. Once you have submitted all of your documents to this email address, you will receive a confirmation email from Phyllis Oppenheimer, Tourism Representative within a few days listing the received files.

ENTRY SUBMISSION CHECKLIST

- ✓ One (1) Entry Form per submission (submit as PDF -- see Entry Guidelines on page 7 for more details multiple entries, please submit one check for the combined fee.
- ✓ One (1) Concise Summary per submission (submit as PDF)
- ✓ One (1) PowerPoint presentation containing creative images and descriptive copy (10 slides maximum). Those entering the Print Visitor Guide category should not submit a PowerPoint, but must submit an online entry form and summary (see page 8).
- ✓ Send audio and video files separate from the submitted PowerPoint presentation via Divshare. If the clip is available on a video sharing website such as YouTube, please include this website address in your PowerPoint presentation.
- ✓ For each entry remember to include the name of your organization and the name of the category being entered within your entry form, summary, and PowerPoint presentation.
- ✓ Please include the name of your organization, the title of your campaign, and the name of the entry category in the name of each file (i.e. Visit New Jersey, Great Destinations-Niche Marketing.pdf).

JUDGING

A panel of experts will be selected by the New Jersey Division of Travel & Tourism to judge entries in the Governor's Tourism Awards competition and select the winners in each category. The judges will be chosen based on their knowledge and expertise in tourism marketing and promotion and may include representatives from advertising and public relations agencies, travel corporations, travel educators and former or current destination marketing organization professionals.

Entries will be judged individually against the criteria listed below, not against other entries in the competition. Therefore, no matter the size your tourism budget, each entry will be judged in a fair and balanced process. All entries will have an equal opportunity to win based on the merits of the entry.

It is anticipated that two awards (Gold and Silver) will be presented in each category; the most prestigious award (Gold) and worthy recognition (Silver). However, judges may use discretion in giving special awards in any category, or to give no award in a particular category where the entries submitted are not deemed to merit special recognition.

Judges will review the entry summaries on an individual basis to determine how well the entrant addressed the key elements described under the Entry Guidelines (i.e., were the objectives clearly stated? do the stated results pertain to the stated objectives?). Remember, please be clear and concise. **Less is more in this case and quality is more important than volume.**

In making their selections, the judges will be looking for more than simply competence; they will be looking for programs that excel in one or more of the following criteria. Please keep each criterion in mind when preparing your entry/entries.

- **Effectiveness** . . . in stating clear objectives;
- **Creativity** . . . in project design, development, implementation, message delivery and originality, selection of media or promotional vehicle, and use of visual or written material, etc.;
- **Innovation** . . . in approach, developing new markets, unconventional approaches to old markets, or pioneering use of technology, etc.;
- **Results** . . . achieved in relation to the stated objectives. What was the return on investment? Results should be stated in measurable terms, i.e., percentage increase over previous year, actual numbers achieved versus projections stated in objectives, etc.

Decisions of the judges are final.

QUESTIONS

Questions pertaining to the 2011 Governor's Tourism Awards should be directed to:
Phyllis Oppenheimer, Tourism Representative, NJ Division of Travel & Tourism
Phone 609-292-4239; email Phyllis.oppenheimer@sos.state.nj.us

MAIL (6 HARDCOPIES OF VISITOR GUIDE CATEGORY ONLY)

Phyllis Oppenheimer, Tourism Representative
New Jersey Department of State
Division of Travel & Tourism
Post Office Box 460
Trenton, NJ 08625-0460

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