

# THE 2012 NEW JERSEY EXCELLENCE IN TOURISM AWARDS

GUIDELINES AND NOMINATION FORM

**ENTRY DEADLINE: FEBRUARY 3, 2012**

## TABLE OF CONTENTS

<u>TITLE</u>	<u>PAGE</u>
COVER	1
ELIGIBILITY / BENEFITS	3
CATEGORIES (6)	4
HOW TO SUBMIT	5 - 6
ENTRY GUIDELINES	5 - 6
OFFICIAL ENTRY FORM	7
ENTRY SUBMISSION CHECKLIST	8
JUDGING	9
QUESTIONS / CONTACT INFORMATION	9

# 2012 NEW JERSEY EXCELLENCE IN TOURISM AWARDS

The New Jersey Division of Travel & Tourism is pleased to present the “Excellence in Tourism Awards,” recognizing organizations for excellence and creative accomplishment in tourism and marketing 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 that work 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, 2011 and December 31, 2011. **Deadline for nomination is Friday, February 3, 2012.**

**Winners will be honored at:  
The 2012 New Jersey Conference on Tourism  
March 14-16 at the Golden Nugget Hotel & Casino in Atlantic City**

NOTE: The Awards Ceremony will take place at the conference opening session Thursday morning, March 15. First and second place nominees will be contacted prior to the awards ceremony. Selection of first and second placement will be announced at the Awards Ceremony. **You must be registered to attend.** Registration information will be available at [www.visitnj.org/industry](http://www.visitnj.org/industry) and [www.njtia.org](http://www.njtia.org).

## *Award winners will receive:*

- Official logo stating “Winner of a 2012 New Jersey Excellence in 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](http://www.visitnj.org) and [www.njtia.org](http://www.njtia.org).

## ***Six 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 email in PDF or WORD format. 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 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, Radio Commercial or PSA):*

- 60 seconds or less, 1 – 3 spots of a single campaign. The entry form and a summary must be submitted via email in PDF or WORD format. The spot must be submitted in Windows Media or RealPlayer format.

### *Public 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?

### *Niche Marketing:*

- Marketing efforts directed to a specific type or category of travel, such as sports tourism, cultural tourism, heritage tourism, agri-tourism, nature-based tourism, technical tours, fishing, golf, sports, 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?

## ***How to Submit:***

Entry forms and summaries must be submitted as a PDF or WORD document. 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 online to Jennifer Stringfellow. The Print Visitor Guide category is the only exception in which 6 hardcopies of your visitors guide must be mailed to Jennifer Stringfellow. Below are detailed entry guidelines and entry submission checklist.

**ENTRIES MUST BE RECEIVED BY CLOSE OF BUSINESS FEBRUARY 3, 2012.**

## ***Entry Guidelines:***

1. Entrants must complete an official entry form for each entry. The form is located on page 7.
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. Also, please keep judging criteria in mind when preparing your entry (page 9). Please submit one summary per entry as a PDF or WORD file via email.

The summary must address the five essential elements below:

Program Description, Time Period, and Target Audience/Market

- **Objectives:** Objectives must be clearly stated, specific, and measurable. This will aid 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 first or second place winner, your images will be projected on a 9' x 12' screen at the Awards Ceremony.
  4. Please submit one PowerPoint presentation per entry.
  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 7). Please **also** submit an entry form and a summary on line in a PDF or WORD form via email to Jennifer Stringfellow. 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. 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 “2012 New Jersey Excellence in Tourism Awards” are open to tourism destinations, attractions, and other tourism venues (for and non-profit). 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. 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 9. **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 Relations          |
| <input type="checkbox"/> Print Advertising     | <input type="checkbox"/> Niche Marketing           |
| <input type="checkbox"/> Broadcast Advertising | <input type="checkbox"/> Partnerships/Cooperatives |

---

### Contact Information FOR FOLLOW UP CORRESPONDENCE

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

---

CELEBRATING EXCELLENCE IN THE NEW JERSEY TOURISM INDUSTRY

## ENTRY SUBMISSION CHECKLIST

- ✓ One (1) Entry Form per submission (submit as PDF -- see Entry Guidelines on page 5 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 7).
- ✓ Send audio and video files separate from the submitted PowerPoint presentation. . 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 Excellence in Tourism Award 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 (1<sup>st</sup> and 2<sup>nd</sup> place) will be presented in each category.

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 “2012 New Jersey Excellence in Tourism Awards” should be directed to: **Jennifer Stringfellow, 609-292-7138, [jennifer.stringfellow@sos.state.nj.us](mailto:jennifer.stringfellow@sos.state.nj.us).**

## MAIL (6 HARDCOPIES OF VISITOR GUIDE CATEGORY ONLY):

Jennifer Stringfellow  
New Jersey Department of State  
Division of Travel & Tourism  
225 West State Street, 3<sup>rd</sup> Floor  
Trenton, NJ 08625