

2010
GOVERNOR'S
TOURISM
AWARDS

GUIDELINES AND NOMINATION FORM

CELEBRATING EXCELLENCE IN THE NEW JERSEY TOURISM INDUSTRY

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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 honor the individuals and organizations 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 person (including elected officials), business, or organization, be it 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, 2009 and December 31, 2009. Deadline for nomination is February 26, 2010.

**Winners will be honored at the
2010 Governor's Conference on Tourism
April 14-16 at Trump Marina in Atlantic City**

NOTE: The Awards Ceremony will take place at the conference's opening session, **not** during the Governor's Luncheon. **Winners will be notified prior to the Conference. 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 2010 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.

Entries in the following categories are encouraged but not required:

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?

Partnerships:

- Partnerships are of utmost importance to the continued strength of the New Jersey tourism industry. Did a partnership leverage marketing funds or add stability to the participating parties? Does the partnership add value to the visitor's experience in New Jersey?

Advertising:

- Tourism professionals are faced with the challenge of maintaining their visibility in an extremely competitive travel climate. Has the nominee met this challenge through a unique marketing plan or initiative? Has visitation and participation increased as a result of informed marketing decisions and carefully selected media purchases? Has the marketing budget been stretched through cooperative marketing programs?

Public Relations:

- Media exposure outside of purchased advertisements are an essential part of effective marketing plans. Has the nominee utilized a public relations campaign to maximize its public exposure? Has it conducted familiarization tours, created pitch letters, or sent out news releases to capture the interest of the public?

Packages:

- 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 tour groups? How was the package promoted and sold?

To Apply:

Fill out the nomination form and include the following documentation:

1. Profile of the nominated organization(s) (up to 300 words), including a brief history of the organization, date of incorporation, mission statement, and target audience.
2. Succinct Rationale: Please consider the following questions. Where possible, provide measurable statistics and appropriate documentation (up to 600 words).
 - ✓ Has the nominee promoted New Jersey as a colorful, dynamic travel destination?
 - ✓ Has the nominee attracted visitors from outside New Jersey?
 - ✓ Has the nominee extended the visitors' length of stay and increased their frequency of visits?
 - ✓ Has the nominee fostered economic growth by creating jobs, stimulating community re-development, and increasing demand for a strong tourism infrastructure?
 - ✓ Has the nominee formed partnerships with other public or private organizations? Please describe the role of each of these organizations.
 - ✓ How was the program advertised and promoted to reach its target audience? If applicable, provide a media schedule indicating where and when the program has been advertised.
 - ✓ Have research and surveys influenced the program before and/or after the program's implementation?
 - ✓ In what ways has the nominee demonstrated a long-term commitment to the New Jersey tourism industry?
3. Return on Investment (up to 400 words):
 - ✓ Describe the relationship between the organization's financial investment in this program (or that of its partners and sponsors) and increased tourism expenditures.
 - ✓ Differentiate between inferred visitation (e.g. increased website visits, increased telephone inquiries) and actual visitation (e.g. increases in ticket sales, coupon redemption, or hotel room nights directly attributable to the program).
 - ✓ Explain the method by which ROI has been established.
4. Support Material – **Please send no more than three (3) pieces of collateral that best represent the organization's advertising efforts. Promotional items such as t-shirts, mugs, and key chains will NOT be accepted.**
 - ✓ Copies of press releases and pitch letters.
 - ✓ Press coverage.
 - ✓ Samples of brochures.
 - ✓ Print advertisements.
 - ✓ Photographs.
 - ✓ Audio or video of radio, television, or internet media.

All materials must arrive with nomination packets. Packets WILL NOT be returned. Materials must not exceed 8"x11". Please respect our environment and DO NOT mail binders or plastic covers of any kind. Include three (3) copies of the written nomination and support materials.

Emailed applications, sent as ONE SINGLE .pdf, are preferred. Please send to:
Jennifer.stringfellow@sos.state.nj.us

Hand delivered applications will NOT be accepted.

Deliver via UPS or FEDEX to:

NJ Department of State
Division of Travel & Tourism
Attn: Jennifer Stringfellow
225 W. State St., 5th Fl.
Trenton, NJ 08625-0460

Questions? Call Jennifer Stringfellow at (609) 292-7138

Winners will be announced only at the 2010 New Jersey Governor's Conference on Tourism. You will receive notice of receipt of the nomination. This year's ceremony will take place at the conference's opening session. *You must be registered to attend.* When available, conference registration information and pricing will be posted at www.visitnj.org/division-information.

2010 GOVERNOR'S TOURISM AWARDS NOMINATION FORM

MATERIALS DUE FEBRUARY 26, 2010

NOMINEE INFORMATION (FOR PUBLICATION)

NAME:

ORGANIZATION:

PHONE:

EMAIL:

ADDRESS:

CITY:

STATE:

ZIP:

CONTACT INFORMATION (FOR ALL FOLLOW-UP CORRESPONDENCE)

NAME:

ORGANIZATION:

PHONE:

EMAIL:

ADDRESS:

CITY:

STATE:

ZIP:
