



NJTIA New Jersey Tourism Excellence Awards

The New Jersey Tourism Industry Association is comprised of thousands of businesses and community leaders that make a difference in state. The New Jersey Tourism Industry Association would like to recognize the accomplishments of those who achieved true excellence in providing an exceptional experience that enhances tourism across New Jersey.

Eligibility:

Projects, events, programs, partnerships, promotional initiatives, digital outreach, or attractions by any person, 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, increasing over-night stays and attracting out-of-state visitors and increasing mid-week stays, increasing tourism expenditures, and positively promoting locations within New Jersey as a destination will be accepted. The nominated program must have been initiated, established, improved upon, and/or completed between January 1, 2016 and December 31, 2016. Deadline for nomination is January 30, 2017. Any person, business or organization may only make one entry per year. If you won in 2016, you are not eligible to win that particular category in 2017, but may submit nominations in one of the other three categories.

**Winners will be honored at the
2017 New Jersey Conference on Tourism
March 9-10 at the Resorts Hotel and Casino**

NOTE: *The Awards Ceremony will take place during the conference. Winners will be notified prior to the Conference. One complimentary ticket will be given out to attend the Awards Ceremony. Registration information will be available at www.njtia.org.*

Benefits-what does it mean to win:

Award winners will receive:

- NJ Tourism Conference logo stating "Winner of a 2016 New Jersey Tourism Excellence Award" for use on advertising collateral, brochures, and websites.
- Inclusion in a press release created by NJTIA announcing award winners.
- Featured link and listed on social media www.njtia.org.
- Tourism Award acknowledging 2016 recognition.



Entries in the following categories will be considered:

Digital Outreach:

- Social Media and online marketing has changed the way travelers choose and purchase vacations. Has the nominee created a new website or created a social media campaign? How does it engage the visitor? Does it represent the 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 include a package to attract and sell your destination? Did it 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?



To Apply for NJTIA New Jersey Tourism Excellence Awards:

Fill out the nomination form and include the following documentation:

1. **Profile of the nominee:** (up to 300 words), including a brief history of the organization, date of incorporation, mission statement, and target audience.
2. **Reason for Nomination:** Please consider the following questions. Where possible, provide measurable statistics and appropriate documentation (up to 600 words).
 - How did the nominated project or business bring direct and tangible benefits to your destination?
 - How did the nominee encourage and monitor economic impact?
 - How did the nominee build the capacity for overnight stays in New Jersey?
 - How did the nominee engage and educate visitors and other stakeholders on benefits of tourism in New Jersey?
 - How did the nominee communicate actions to key stakeholders, including the media, in order to promote best practices in 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.
Support Material – ***Please send no more than three (3) pieces of collateral that best represent the organization's advertising efforts. Digital documents are preferred***
 - Copies of press releases and pitch letters.
 - Press coverage.
 - Samples of brochures.
 - Print advertisements.
 - Photographs.
 - Audio or video of radio, television, or internet media.

Electronic submissions, sent as ONE SINGLE .pdf, are preferred.

Please send to: info@njtia.org

All materials must arrive with nomination information. 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.

Hand delivered applications will NOT be accepted.

New Jersey Travel Industry Association

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Email: info@njtia.org

Winners will be announced only at the 2017 New Jersey Conference on Tourism. Winners will be notified prior to the conference. This year's ceremony will take place at the conference's Thursday Luncheon. *One complimentary ticket will be given to each winner for the Awards Ceremony.* When available, conference registration information and pricing will be posted at www.njtia.org.

Judging will be done by an out-of-state independent panel with knowledge of marketing and tourism.



2016 NEW JERSEY TOURISM EXCELLENCE AWARDS NOMINATION FORM

COMPLETE APPLICATION DUE JANUARY 30, 2017

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:
