

## **2013 Iowa Tourism Awards Guidelines**

The Iowa Tourism Office and Travel Federation of Iowa are proud to host the annual Iowa Tourism Awards, honoring Iowa's most outstanding attractions, events, communities, organizations and individuals. These awards represent the highest honor given for tourism in Iowa. The award recipients have positively contributed to the experience of our visitors and the quality of life of our residents.

### **Nomination Guidelines and Requirements**

- Nomination forms may be accessed at on the Travel Iowa at [www.traveliowa.com/Conference](http://www.traveliowa.com/Conference)
- Nominations received in an incorrect category may be moved to a more appropriate category.
- All nominations must be submitted online.
- The deadline for entries is 4 p.m. on Friday, August 30.
- Incomplete submissions will not be judged.
- Self-nominations are accepted.
- Note: If you and the person/organization nominated for an award are registered to attend the Iowa Tourism Conference, you will not be notified if your nominee is selected to receive an award. If you and/or your nominee are not registered to attend the conference, we will contact you and arrange for your (and their) attendance.

### **Outstanding Promotional Material Category Note:**

Nominees in the Outstanding Promotional Material category have the option of providing actual copies of the promotional material being considered. Five copies of the material being considered should be sent to the Iowa Tourism Office at 200 E Grand Ave., Des Moines, IA 50309. These copies will not be returned.

Nominees in this category can also provide a link, photos or PDF attachments of the material being considered in lieu of mailed copies.

### **Eligibility**

The Iowa Tourism Awards are open to all individuals, private businesses, for-profits and non-profit organizations offering a tourism product or service in Iowa. All entries must promote tourism to or within Iowa. Events or initiatives nominated for consideration need to have occurred between July 1, 2012 and June 30, 2013. Please note: Last year's winners are not eligible to enter in the same or similar category in 2013. Because award names have changed, there may be no prior award winners in a category. The new Hall of Fame awards are a one-time honor.

### **Winner's Recognition and Benefits**

- Award winners will be announced in a special awards ceremony on Thursday, October 17, during the 2013 Iowa Tourism Conference.
- The winner of the People's Choice Award will receive a traveling trophy with their organization name engraved. They will keep the award for one year and return the award for presentation to the next year's People's Choice Award recipient. Each People's Choice Award recipient will also receive a certificate to keep.
- Winners will receive an official logo stating "Winner of 2013 State Tourism Award" for use on advertising collateral, brochures and websites.
- Winning entries will be recognized in the Iowa Tourism Office's e-newsletter, on [traveliowa.com](http://traveliowa.com) and in a statewide press release.

## **2013 Iowa Tourism Award Categories**

### **Main Awards**

Two of each of the following awards will be awarded (with the exception of the People's Choice Award), one to a rural winner (towns with less than 20,000 population and/or counties with less than 40,000 population) and one to a metro winner (towns with more than 20,000 population and/or counties with more than 40,000 population).

### **Outstanding Tourism Experience**

This award honors an attraction, community, event or group that has demonstrated excellence in supporting and growing tourism in Iowa.

*2012 Winner:* Dubuque (Outstanding Tourism Community) and Cedar Valley Trails (Outstanding Tourism Attraction)

### **Outstanding Collaboration**

This award honors a collaborative partnership that has demonstrated excellence in supporting Iowa tourism.

*2012 Winner:* Iowa State Fair and Windstar Lines, State Fair Express program (Outstanding Cooperative Partnership)

### **Outstanding New Event** (less than three years old)

This award honors an event/festival that has started within the last three years (after July 1, 2010) and has demonstrated excellence in supporting tourism in Iowa.

*2012 Winner:* Iowa State Fair (Outstanding Event/Festival)

### **Outstanding Tourism Business**

This award honors a for-profit business (hotel, restaurant, retail shop, etc.) that has demonstrated excellence in supporting tourism in Iowa.

*No prior comparable winner.*

### **Outstanding Niche Market Initiative**

This award honors excellence in a tourism initiative targeted to any niche audience such as green/sustainable efforts, natural resources, sporting events, the arts, etc.

*2012 Winner:* Manning Hausbarn-Heritage Park for RAGBRAI Corn Maze

### **Outstanding Social Media Execution**

This award honors a tourism attraction or community for excellence in their social media strategy.

*No prior comparable winner.*

### **Outstanding Promotional Material**

This award honors a tourism attraction or community for excellence in their promotional materials (print, TV, radio, outdoor, etc.). Any tourism-related promotional material is an eligible entry, including general or niche consumer publications, annual reports, etc. NOTE: Five copies of the promotional material being nominated may be submitted by mail to the Iowa Tourism Office. In addition, a PDF copy or excerpt of the material may be submitted with the nomination form.

*2012 Winner:* Waterloo/Cedar Falls Visitors Guide (Outstanding Tourism Publication)

### **Outstanding Website**

This award honors a tourism attraction or community for excellence in website and digital promotions.

*2012 Winner:* Iowa State Fair (Outstanding Interactive Marketing Initiative)

**People's Choice Award**

This award category will be voted on at the Iowa Tourism Conference. Second place winners from the above categories are eligible to win. Attendees will have the opportunity to read the award nominations that received the second highest points in each category and vote. Scoring criteria is eliminated and winner will be chosen by highest number of votes. The winner of the People's Choice Award will receive a traveling trophy that they will keep for one year and return for presentation to next year's People's Choice Award recipient. There will not be a population distinction in this category – all second place nominees in both population categories will compete against each other.

*2012 Winner: Council Bluffs CVB*

**Tourism Leadership Hall of Fame Awards**

These awards will honor communities, attractions and individuals for their long-term excellence in tourism industry initiatives and leadership. Nominees can win these awards only one time.

**Community Tourism Leadership Award**

This award honors a community showing overall excellence in leading tourism initiatives.

*No comparable prior winners.*

**Attraction Tourism Leadership Award**

This award honors an attraction showing overall excellence in tourism hospitality and leadership.

*No comparable prior winners.*

**Individual Tourism Leadership Award**

This award honors an industry professional, volunteer, politician, partner or media providing leadership and support for the tourism industry.

*2012 Winners: Ron Corbett (Outstanding Elected Official), Lori Foresman-Kirpes (Individual Friend of Tourism), Jeff Thee (Media Friend of Tourism), Principal Financial Group (Corporate Friend of Tourism) NOTE: These winners can win again this year as this is a new award category and a one-time award.*

## Scoring

### Main Awards

Each of the Main Awards (exception: People's Choice) will be scored numerically on the following statements (1 being poor, 10 being outstanding) for a top score of 50.

1. Objectives of the project are clearly stated and results were achieved in terms of stated objectives.  
*Outline the purpose and goals of the project and describe how goals were met.*
2. Project design, development and implementation showed originality and creativity.  
*Explain the challenges you were presented and how you overcame them using creativity.*
3. Project showed innovation in developing new tourism markets, unconventional approaches to old markets, or new technology uses.  
*Provide details on why and how the new markets, approaches and/or technology were used.*
4. Project showed growth over previous projects or new project resulted in measurable growth of community's tourism industry with a positive impact on the community and state.  
*Include measurable numbers of return on investment, visitor numbers, revenue, etc. and how it supports the Iowa tourism industry as a whole.*
5. Overall quality of electronic or written material.  
*You may submit links, PDFs and/or photos to support your nomination.*

### Hall of Fame Awards

Each of the Hall of Fame awards will be scored numerically on the following statements (1 being poor, 10 being outstanding) for a top score of 50.

1. The community/attraction/individual **supports tourism growth** in their community and/or Iowa. List specific examples.
2. The community/attraction/individual **works in partnership with local and/or regional tourism entities**. List specific examples.
3. The community/attraction/individual **acts as an advocate** for the Iowa tourism industry. List specific examples.
4. The community/attraction/individual's support of tourism **positively impacts Iowa's quality of life**. List specific examples.
5. The community/attraction/individual **displays overall excellence**. List specific examples.