



## ***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.

**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. Include three (3) copies of the written nomination and support materials.**

Emailed applications, sent as ONE SINGLE .pdf, are preferred. Please send to:  
[info@njtia.org](mailto:info@njtia.org)

Hand delivered applications will NOT be accepted.

**New Jersey Travel Industry Association**

414 River View Plaza, Trenton, NJ 08611-3420

**Phone:** 609-396-2020

**Fax:** 609-393-9891

**Email:** [info@njtia.org](mailto:info@njtia.org)

Winners will be announced only at the 2016 New Jersey Conference on Tourism. You will receive notice of receipt of the nomination. 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](http://www.njtia.org).

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



# 2015 New JERSEY TOURISM EXCELLENCE AWARDS NOMINATION FORM

MATERIALS DUE JANUARY 30, 2016

## *NOMINEE INFORMATION (FOR PUBLICATION)*

NAME:

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ORGANIZATION:

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PHONE:

EMAIL:

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ADDRESS:

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CITY:

STATE:

ZIP:

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## *CONTACT INFORMATION (FOR ALL FOLLOW-UP CORRESPONDENCE)*

NAME:

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ORGANIZATION:

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PHONE:

EMAIL:

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ADDRESS:

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CITY:

STATE:

ZIP:

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