



2018 Travel & Tourism Industry Achievement Awards Category Descriptions

Award recipients to be announced in April at the
2019 Oregon Governor's Conference on Tourism in Eugene

OVERALL NOMINEE REQUIREMENTS:

- Nominee must be an Oregon individual, organization, business, community or tourism region.
- Entries that include partnerships and collaboration with other organizations and businesses are strongly encouraged.
- Work that exemplifies tourism best practices and sustainability mindfulness are encouraged.
- The specific eligibility criteria of the award must be addressed in the entry.
- Numerical measure of visitors from outside the community or other evidence in support of the nomination is encouraged

OREGON TOURISM STEWARDSHIP AWARD

This award recognizes outstanding contributions of a tourism-related activity or attraction specifically focused on Oregon's natural beauty or outdoor recreation, and/or outstanding leadership, stewardship, philanthropic, and socially-responsible practices, as demonstrated by a strong commitment to decreasing the environmental impact of the travel and tourism industry.

Additional Requirements:

- Business', organization's or individual's outstanding efforts resulted in the creation, production or maintenance of a visitor activity or attraction related to Oregon's natural beauty or outdoor recreation
- Business, organization or individual exemplified exceptional leadership, stewardship, philanthropic, and socially-responsible best practices, particularly regarding sustainability
- Travel Oregon Forever participation is encouraged, but not required

OREGON TOURISM INTERNATIONAL SALES & DEVELOPMENT AWARD

This award recognizes excellence in the creative sales, marketing and development of Oregon as a destination in the international marketplace; markets Oregon as a destination to inbound international visitors; and their international marketing sales, development and leadership are valued by industry peers

OREGON NICHE TOURISM AWARD

This award recognizes outstanding incorporation of Oregon's niche programs as a device to draw visitors to the state. Including but not limited to programs, projects or campaigns in the areas of cultural or heritage tourism, agritourism, voluntourism, diversity/inclusion/equity or adventure travel and outdoor recreation.

Additional Requirement:



- Outstanding use of Oregon's niche programs to attract visitors in 2018

OREGON TOURISM DEVELOPMENT AWARD

Tourism development is a critical component in keeping travel to Oregon unique and top of mind for visitors. It's what ensures our tourism products are fresh and allows us to speak to what the Oregon experience is truly all about. This award recognizes the creation of an innovative program, promotion, or product that exemplifies best practices, sustainability and creative problem-solving.

Additional Requirement:

- The program, promotion or product was executed in 2018

OREGON TOURISM LEADERSHIP AWARD

Within the industry are individuals championing the value of tourism, whose vision and commitment help make our communities, tourism regions and state stronger visitor destinations, and whose behind-the-scenes leadership contributes significantly to the recognition and impact of Oregon's travel and tourism industry. This award recognizes an individual that has exemplified outstanding leadership throughout their career in the tourism industry.

OREGON TOURISM DIGITAL MARKETING AWARD

Exceptional digital marketing brings potential travelers closer to their favorite destinations and allows you to engage with them in fun and innovative ways. It tells the story of your destination or tourism business by providing insider tips, practical trip-planning information, engaging photography and videos, creative ads, and more. It captures the viewer's attention and tells them what makes your destination unique. Whether provocative, humorous or forthright, you're in the business of making people fall in love with your destination or experience. (Campaigns will be judged on impact of the creative and measurable results, not on size of budget.)

Additional Requirements:

- Use of two or more digital components (including website, social media, email marketing, digital ads, etc.)
- Campaign is shown to be innovative, creative and engaging as demonstrated by social media buzz and/or earned media coverage in 2018
- Delivered measurable results/return on investment through site traffic, engagement, social editorial or paid social, web analytics, etc. in 2018

OREGON TOURISM COMMUNICATIONS PROGRAM OR INITIATIVE (CONSUMER or INDUSTRY) AWARD

An effective communications program or initiative can influence the positive reputation of an organization and inspire travelers as they choose destinations. The value of that all-important earned, third-party endorsement can't be underestimated and can bring great results to a business' bottom line. This award celebrates the best domestic or international communications program or initiative that resulted in quality earned media coverage and inspired travel to Oregon. (Successful submissions will be based on strategy, tools, tactics, creativity and return on investment, not on size of budget.)



Additional Requirements:

- Submissions can include either an overall program of work or a specific initiative; the program can be targeted to consumers (e.g., travel & lifestyle media) or industry (e.g., an advocacy or business-to-business campaign), and/or an industry awareness initiative championing the value of tourism (consumer or industry facing)
- Program or initiative is shown to be creative and effective
- Delivered measurable results including earned media coverage and/or engagement in 2018

OVERALL OREGON TOURISM MARKETING PROGRAM AWARD

Marketing surrounds the visitor throughout the vacation planning process—from dreaming and inspiration, to concrete planning, to booking, visiting and sharing experiences with family and friends. This award celebrates the best integrated domestic or international overall marketing program or campaign that attracted visitors to Oregon. (Successful submission will be based on overall strength of the program and return on investment, not on size of budget or level of investment.)

Additional Requirements:

- Effective integration of at least three marketing disciplines and mediums: e.g., advertising, PR, social media, content, collateral, website, promotions, partnerships
- Marketing program is shown to be innovative, creative and inspiring as demonstrated by social media buzz and/or earned media stories
- Delivered measurable results/return on investment through any combination of paid media, social media, PR, advocacy, partnerships, consumer engagement, or other tactics in 2018

OREGON GUEST SERVICE AWARD

Authentic and empathetic guest service experiences help create memories for Oregon’s visitors that they remember, cherish and share with their friends and family. While Oregon’s scenery, attractions, food and accommodations provide the backdrop, it is the positive interactions with our industry’s employees that turn a great trip into a treasured memory. This award recognizes the employee who exemplifies the Oregon spirit of hospitality through their positive attitude toward every visitor and with the actions they take to meet and exceed these guest’s expectations.

Additional Requirements:

- The employee earned their Certified Guest Service Professional credential, through Oregon’s Guest Service Gold course
- The employee works for a business or organization actively engaged with the tourism industry

OREGON TOURISM INNOVATIVE PARTNERSHIP AWARD

Creative partnerships can be an effective way to enhance the visitor experience and promote a region or destination. By leveraging traditional and non-traditional partnerships, organizations and businesses can maximize budget, capacity and skill set, creating an increase in efficiencies and a higher-level aligned outcome.



This award recognizes organizations or businesses that have successfully entered into a traditional or non-traditional partnership that resulted in an enhanced visitor experience in Oregon.

Additional Requirements:

- At least one partner is actively engaged with the tourism industry
- The project, program or campaign that stemmed from this partnership was executed in 2018