

## 2016 Nebraska Tourism Awards

[VisitNebraska.com/media/industry/2016-nebraska-tourism-industry-awards](http://VisitNebraska.com/media/industry/2016-nebraska-tourism-industry-awards)

### Now Accepting Tourism Award Nominations

Nebraska Tourism Commission recognizes outstanding contributions in tourism in the State of Nebraska. Review the categories and guidelines below, download the nomination form and send in your nominations today! [Download the nomination form here.](#)

## 2016 AWARD CATEGORY DESCRIPTIONS

### Industry Awards

#### 1. FRIEND OF TOURISM

The Friend of Tourism award is given to a person, business, organization, or media outlet that may not be directly involved in the tourism industry but which has been very supportive of local, regional and/or statewide efforts to promote and develop tourism. Freelance writers, corporations, organizations, newspapers, magazines, radio and television stations, and other businesses are eligible for this award. The nominee must demonstrate creative involvement in promotional efforts and provide leadership and resources to various projects.

Describe the nominee's business or association and their efforts to increase tourism revenue in the area. Explain the nominee's contributions to tourism promotion and include examples of their efforts to partner with the local tourism industry.

#### 2 & 3. OUTSTANDING EVENT (Two Awards)

Only events that occurred between August 1, 2015 and July 31, 2016 are eligible.

**Category 1: Population 9,999 or below**

**Category 2: Population 10,000 or above**

Nominees include events such as festivals, themed events, community celebrations, and holiday programs. The nominated event should show a high level of organization, event production, and community involvement. Provide a brief history of the event, including why it was started and how it has evolved. Factors that can influence selection include attendance growth, innovative marketing and special promotional efforts. Please include its effect on the local economy and any changes to the event that have occurred. Be sure to include the community population where the event takes place and provide a summary of volunteerism, press coverage, and annual attendance. [New events are eligible in this category.](#)

#### 4. OUTSTANDING TOURISM CAMPAIGN

This award is given to a community, business, or organization that successfully conducted an advertising campaign or tourism awareness program. The nominees must show the various avenues used to promote tourism and the success of those projects.

Describe how the tourism campaign increased revenue and/or local awareness about the importance and economic impact that tourism has on communities and areas. Be specific on how the nominee conducted its campaign, the targeted audiences, and how those audiences were chosen. Include budget information; samples of projects; and copies of photographs, advertisements, and other documentation about the history of the campaign and its tourism impact on the region. Judged on research, creativity, demographic target and strategy, nominations should have an explanation of how program was implemented and measurement of achievement and results originating from the targeting.

#### 5. OUTSTANDING TOURISM PUBLICATION

This award is given to a community, business, or association that produced a successful tourism publication. The publication can include visitors' guides, meeting planners' guides, group tour planners, or other tourism-related publications. CDs, DVD's, and other forms of electronic media are eligible.

Provide a history of the nominee and its involvement in the tourism industry. Include information about the publication's target audience and how that audience was determined. Explain the publication's marketing plan and budget. Describe how successful the publication was to entice visitors. Be sure to include an original of the publication.

#### 6. OUTSTANDING TOURISM WEBSITE

This award is given to a group, community, business, or organization that hosts a tourism-related website. The nominees must present statistics on usage, as well as ways that the website has increased tourism visitation to the area.

Describe the nominee's involvement in the tourism industry and its history with websites. Include reasons behind the design of the website and its impact on the nominee's tourism efforts. If the nominee is an existing website that was improved, describe the

improvements and the reasons for making them. Include the website address and a copy of the front page.

## 7. OUTSTANDING TOURISM ATTRACTION

This award is given to Nebraska tourism attractions that have worked toward the continued success and growth of their communities and the state's tourism industries. Attractions that have undergone significant improvements, changes, or additions to increase the number of visitors to the attraction, community, region, and state are encouraged. All Nebraska attractions are eligible for this award, such as museums, zoos, cultural and performance art centers, and historical sites and parks.

Describe the attraction's impact on the local, regional, and statewide tourism levels. Describe how the attraction has worked to increase the number of visitors to the community, region, and state. Describe how the attraction has partnered with other tourism entities in the community, region, and state.

## 8. OUTSTANDING NATURE TOURISM ENTITY

This award is given to an outstanding agri- and eco-tourism entity, such as outfitters, bird and wildlife watching facilities, working farms and ranches, farmers markets, wineries and vineyards, non-profit groups, and nature tourism related businesses that have had a substantial impact on the local, regional, and state's nature tourism economy.

Describe how the entity has impacted the nature-tourism industry, its history, future plans and projects to further better this industry, and the services/activities/events it offers. Include supporting materials, such as letters of support, customer testimonials, marketing materials, and plans and other information to demonstrate the entity's overall economic and tourism impact.

## 9. BEST DIGITAL SOCIAL MEDIA CAMPAIGN

This award is given to a group, community, business, or organization that utilizes new technology in an outstanding social media campaign. Describe your nominated project and the social media used by giving us your elevator pitch. What made your project stand out in your industry/field and what made it unique from the rest? What obstacles did that present and how did you overcome them? When did you first know that this work was going to be something special? Please present your campaign's goals and if they were achieved.

## Frontline Awards

### 10. FRONTLINE AWARDS

Recognizes extraordinary on-the-job performance by a person to the travel and tourism industry. Nominations will be evaluated on leadership, outstanding customer service, enthusiasm for the industry, innovation, successful programs or events and other performance-related accomplishments. Should be recognized as building value for the industry among consumers and industry companies; success in solving problems central to the practice or well-being of the industry and show a reputation of leadership amongst industry peers while challenging the industry to greater achievement. Employers, supervisors, or colleagues may nominate individuals.

## Henry Fonda Award

### 11. HENRY FONDA AWARD

Named after a famous Nebraskan who never forgot his roots, the Henry Fonda Award recognizes an individual who has devoted many years of service to promoting Nebraska on a local, regional and statewide level. This person loves Nebraska and has made it their life's work to support and promote education, tourism and the preservation of Nebraska's precious historical treasures. Please include a brief bio of your nominee and why this person is deserving of this award. Please include greatest achievements, partnerships within projects, and tourism and economic development accomplishments.

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## Nomination Guidelines

In your nomination, please provide the requested information on the following pages for each Industry award category. Please provide **three copies** (one original and two copies) of each nomination. Include letters of support and other supporting materials. (Please do not send letters of support and supporting materials separate from your nomination.) **Use no more than two typed pages for each Industry award nomination.** Letters of support and other supporting materials **do not** count toward the two page maximum. Nominations must either be stapled or binder clipped. Nominations in notebooks or folders **will not be accepted**. Please use the same nomination form for each award category.

**All award nominations must be in the Lincoln office postmarked by Friday, September 9, 2016 for consideration.**

Send nominations to:  
Lisa Karnatz, Nebraska Tourism Commission  
301 Centennial Mall South, 1<sup>st</sup> Floor  
PO Box 98907  
Lincoln NE 68509

## Winners Announcement

Award winners will be announced at the Tourism Industry Awards Luncheon on October 20, 2016.

Tourism conference award winners receive recognition in press releases following the event and will have their acceptance photos shared on the Tourism Commissions website and social media channels.

They also receive a **FREE** premium profile on the Tourism Commission's website in 2017 (a \$700 value). A premium profile allows for an enhanced photo gallery and the ability to include videos. It also allows the destination to have a longer description than the basic profile.

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### **2016 AWARD NOMINATION FORM**

Download and submit the nomination form as your cover page. Please check the category box for which you are submitting a nomination. Nominations may be submitted in more than one category. **Include a separate cover page for each nomination.** To be included, please do not deviate from nomination guidelines. Nomination forms without cover pages will not be accepted.

**Postmark deadline: Friday, September 9, 2016.**

**Please contact Lisa Karnatz, 402-471-3767, [lisa.karnatz@nebraska.gov](mailto:lisa.karnatz@nebraska.gov) if you have questions.**

[Download the award nomination form below.](#)