

2016 Governor's Tourism Award Categories

Recognizing Excellence in Arizona's Travel and Tourism Industry

Excellence in Innovative Marketing

Advertising Campaigns

This award is presented to the organization or community that best demonstrates outstanding quality, creativity or technology in planning and implementing a domestic or international advertising campaign regardless of budget size or medium (e.g. print, radio, outdoor, TV, or digital). Winner will be judged on creativity, not on the depth of coverage, number of impressions or size of budget.

Print Content and Collateral

This award celebrates the best domestic or international content program (e.g. official visitor's guide, brochure, magazine or publication) that inspires travel to Arizona. Winner will be judged on impact of creativity and content, not only on amount published or circulation reached.

Interactive Technology

This award recognizes the use of interactive technology (e.g. websites, kiosks, tablets, or mobile devices) to inspire domestic or international travel to Arizona. Winner will be judged on the use of industry best practices in design, technology, strategy and content.

Social Media

This award is presented to the organization or community that best exemplifies a domestic or international social media program (e.g. Facebook, Twitter, Instagram, Youtube, Vine, Blog Series) that encourages sharing Arizona travel experiences or inspires travel to Arizona. Winner will be judged on measurements such as growth in followers and creative engagement.

Public Relations/Media Relations

This award celebrates the best domestic or international public relations/media relations program that resulted in quality earned media coverage. Campaigns can be targeted to consumers (travel and lifestyle media), industry (advocacy or business-to-business) and/or industry awareness (promoting the value of Arizona's tourism industry). Winner will be judged on strategy, tools, tactics and ultimate return on investment.

Integrated Marketing Campaign

This award recognizes the best integrated marketing program or campaign that attracted domestic or international visitors to Arizona. The integrated marketing program must be visible in at least three marketing disciplines: (e.g. advertising, public relations, social media, content, website, or co-operative marketing partnerships). Winner will be judged on creativity, strategy and use of at least three marketing tactics.

Arizona Cultural and Historic Preservation

This award is presented to the individual, organization or community that has made the most significant contribution toward the cultural and/or historic preservation of some aspect of the natural, cultural or aesthetic legacy of Arizona to inspire domestic or international visitation to the state.

Outstanding Friends of the Industry

Tourism Spirit of Service (Individual, Group, Event, or Attraction)

The Spirit of Service Award is presented to the individual, group, event or attraction who best exemplifies the Arizona tourism industry's commitment to exceptional customer service.

Tourism Hall of Fame

The Tourism Hall of Fame Award is presented to the individual who has earned a lifetime distinction through many years of active involvement in tourism and unique contributions to the betterment of the industry and the State of Arizona.