



2026 Arizona Governor's Tourism Awards Nominations

Thank you for your interest in submitting a nomination for the 2026 Arizona Governor's Tourism Awards. Please review the guidelines and deadlines as outlined below carefully before making your final submission. Winners will be announced at the Tourism Awards Celebration at the Governor's Conference on Tourism on **August 13, 2026**.

If you have any questions or concerns, please contact azgovcon@tourism.az.gov.

Submission Requirements (incomplete submissions will not be judged):

- Each organization/community may submit nominations in up to three different categories. One nomination **may not** be submitted to multiple categories,
- The nomination should include, if applicable, a listing of all partners involved.
- Supplemental materials such as campaign material, articles, success metrics, photos or samples may be submitted.
- All materials must be submitted in full by the deadline: **5 p.m. on Thursday, April 30, 2026**.

General Evaluation Criteria

The nominations submitted will be evaluated based on any or all of the following factors:

- Project purpose, objective and goals
 - Innovation and uniqueness
 - Effective use of resources
 - Measurable results based on stated objectives (results should be stated in measurable terms, e.g., return on investment, percentage increase over previous year, actual numbers achieved versus projections stated in objectives, etc.)
 - Contribution to the statewide Arizona travel and tourism industry
 - Exceptional efforts (e.g., above and beyond normal day-to-day responsibilities)
- Deadline for Nominations: 5 p.m. on Thursday, April 30, 2026.**



Award Categories:

This year, we are taking a new approach to the awards categories by introducing a stronger regional perspective, while still maintaining two of our most popular statewide categories. Please read through the categories [HERE](#).

- Statewide
- Regional

*Based on selection above, please select the specific statewide or regional award for the nomination.

- If a statewide award was selected, please select the statewide award category only.
- If a regional award was selected, please select the region and regional award category.

STATEWIDE:

Award Category:

- Spirit of Service
- Hall of Fame

REGIONAL:

Award Category:

- Destination Ambassador
- Rising Star
- Marketing Initiative
- Stewardship Excellence

Region:

- Central
- North Central
- Northern
- Southern
- West Coast

Regional Map can be viewed [here](#).



Nominee:

Please provide details about the person, program, community or organization you are nominating.

Name of Person, Program, Community or Organization

Address (including city, state and zip code)

Nominee Description

Provide a brief description of the nominee that is being nominated and why they should be considered for the award.

Image and/or Supplemental Materials Submission

Send photo(s) of person/project or any supplemental materials to azgovcon@tourism.az.gov.

Supplemental materials may include: campaign material, articles, success metrics, photos or samples may be submitted.

The nomination will be voided if the image/supplemental materials is not provided prior to the deadline.

- Yes, I agree and understand that my nomination is pending image/supplemental materials submission to azgovcon@tourism.az.gov.



Release of Image Acknowledgement

- By submitting images with my nomination, I confirm that I and/or my organization have the rights and permissions to share them and grant the Arizona Office of Tourism a non-exclusive, royalty-free license to use the images to promote travel to Arizona across its marketing channels. This includes use by tourism partners, media, and agencies working on AOT's behalf, and may include editorial and promotional use.



Nominator:

Please provide your details as the person submitting this nomination. This information will be used for follow-up if needed.

Nomination prepared by

Community or Organization

Address (including city, state and zip code)

Contact information (phone number, email, website)

Additional comments/description/etc.