



Tourism Conference Awards Descriptions

Statewide

- **Spirit of Service**
 - This award is presented to those who are committed to making Arizona a great place to experience our southwestern hospitality. This award recognizes an individual, program or organization who best exemplifies our industry's commitment to exceptional customer service.

- **Hall of Fame**
 - This award is presented to someone who has earned a lifetime distinction through many years of active involvement in the Arizona tourism industry. Their unique contributions have made an everlasting impression that will be admired for years to come.

Regional (Northern, Southern, West Coast, North Central, Central):

- **Destination Ambassador**
 - This award is presented to an individual who has demonstrated exceptional leadership, dedication and contributions to the advancement of tourism in their respective region of Arizona.

- **Rising Star**
 - This award is presented to an early-career individual who is up-and-coming in the tourism industry in their respective region of Arizona within the last five years. This individual has shown exceptional drive, determination and initiative in their role.
 - The projects/programs they have created and/or been part of have led to positive growth for tourism in their area. This person is an out-of-the-box thinker who brings creativity to all they do.

- **Marketing Initiative**
 - This award is presented to a group, organization and/or individual that created and executed the best tourism marketing initiative, campaign and/or event that attracted visitors to their respective region of Arizona.
 - This can include specific metrics so that all are rated/graded equally based on the size of their audience/region/budget.



- **Stewardship Excellence**

- This award is presented to a group, organization and/or individual that has made a significant contribution toward the cultural, environmental and/or historic preservation of their respective region of Arizona.
- Examples: preserving a historic building, working on passing local ordinances that protected the natural environment and wildlife, installing an exhibit that highlights a lost or overlooked piece of Arizona history/culture/language.