



2025 DistiNCtly Fayetteville Tourism Awards

Call for Nominations

Our 1st annual awards program recognizes the outstanding work, leadership, and hospitality provided by our community in Cumberland County.

Nominations for the 2025 awards close [May 23, 2025](#).

AWARDS

Tourism Visionary Award

Honors an outstanding individual or organization in the local hospitality industry who display foresight and exceptional leadership skills to impact the Cumberland County hospitality and tourism industry and the community.

Partner of the Year Award

Honors a partner in the local hospitality and tourism industry who recognizes the value of working together to achieve greatness.

Event of the Year Award

This category recognizes a first-time or recurring event that had significant community support and partnership, which attracted visitors to Cumberland County, can demonstrate visitor spending and/or overnight rooms and was effectively promoted to out-of-county visitors. The evaluation and criteria should include as many of the following as possible:

Can Do Hospitality Awards

Honors and celebrates multiple employees and volunteers in the tourism/hospitality industry who enhance visitors' experiences in Cumberland County that make amazing experiences for our visitors.

Awards will be presented at DistiNCtly Fayetteville's Awards Luncheon immediately following the Annual Tourism Summit on September 18, 2025.

Nominations are OPEN for the 2025 DistiNCtly Fayetteville Awards. Anyone can nominate, and it is FREE! So get busy! Deadline to nominate is May 23, 2025. We look forward to seeing you at the 2025 DistiNCtly Fayetteville Tourism Summit!



Partner of the Year Award

The Partner of the Year Award honors an individual or organization in the local hospitality and tourism industry who recognizes the value of working together to achieve greatness. Their efforts clearly demonstrate their support of tourism and the work of DistiNctly Fayetteville and other community members in Cumberland County.

To be eligible for an award, nominees must be a lodging property, campground, restaurant, bar, food truck, attraction or retailer in Cumberland County for a minimum of 12 months as of June 30, 2025.

1. Only COMPLETE nomination forms will be considered.
2. All nominees must represent a lodging property, campground, restaurant, bar, food truck, attraction or retailer in Cumberland County, which includes the communities of Fort Bragg, Eastover, Falcon, Fayetteville, Godwin, Hope Mills, Linden, Spring Lake, Stedman, and Wade.
3. Nominees must demonstrate how their efforts supported tourism, the team at DistiNctly Fayetteville as well as Cumberland County.
4. Nominees may be a tourism organization or an individual who works within the tourism industry in Cumberland County.
5. Nominations must include a completed application, two quality photographs of the nominee (organization or individual) and no more than 3 pages of supporting materials. Video and audio files will not be accepted. Photographs should be similar to a headshot but do not need to be professionally done. Photographs may be used during the awards presentation and in promotions of the event.
6. All nominations become the property of DistiNctly Fayetteville.

Submit completed nominations to info@distinctlyfayettevillenc.com. For questions regarding the submission of nominations, please email info@distinctlyfayettevillenc.com.



Event of the Year Award

This category recognizes a first-time or recurring event that had significant community support and partnership, which attracted visitors to Cumberland County, can demonstrate visitor spending and/or overnight rooms and was effectively promoted to out-of-county visitors. The evaluation and criteria should include as many of the following as possible:

To be eligible for an award, nominations must be for events that were held in Cumberland County between the months of May 1, 2024 and April 30, 2025.

1. Only COMPLETE nomination forms will be considered.
2. Nominations must demonstrate how their event was successful through community participation, creative marketing initiatives, volunteer programs and demonstrated the positivity of a city or town within the Cumberland County or the county as a whole.
3. Nominations must demonstrate the lasting benefit the event had on the community such as positive economic impact, number of overnight rooms generated in local hotels, improvement to the community or an improvement in the quality of life for residents. Provide details regarding media coverage of the event to out-of-county visitors in terms of creativity, effectiveness and results with examples of promotional materials, newspaper articles, photographs, etc.
4. Nominations must include a completed application, two quality photographs of the event and no more than 3 pages of supporting materials. Video and audio files will not be accepted. Photographs should be similar to a headshot but do not need to be professionally done. Photographs may be used during the awards presentation and in promotions of the event.
5. All nominations become the property of DistiNCtly Fayetteville.

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Can Do Hospitality Awards

The Can Do Hospitality Awards were created by DistiNctly Fayetteville to honor and celebrate employees in the tourism/hospitality industry who enhance visitors' experiences in Cumberland County.

To be eligible for an award, nominees must have worked in a lodging property, campground, restaurant, bar, food truck, attraction or retailer in Cumberland County for a minimum of 12 months as of May 23, 2025. Nominations must demonstrate our community's Can Do spirit of hospitality and follow the below guidelines:

1. Only COMPLETE nomination forms will be considered.
2. All nominees must represent a lodging property, campground, restaurant, bar, food truck, attraction or retailer in Cumberland County, which includes the communities of Fort Bragg, Eastover, Falcon, Fayetteville, Godwin, Hope Mills, Linden, Spring Lake, Stedman, and Wade.
3. Nominees must demonstrate the following attributes for our community:
 - a. **Positive Attitude** – Promoting the organization/business and Cumberland County in a positive aspect.
 - b. **Friendliness** – Overall disposition while on the job and in the community and welcoming personality delivered to guests and customers.
 - c. **Quality of Work** – The degree of excellence achieved by the nominees thoroughness, accuracy, attention to detail, cooperation, and leadership.
 - d. **Specific Example** – The nomination must include an account of a specific example of how the nominee performs at a level of excellence. Additional credit will be given for testimonies from customers or guests, reviews on TripAdvisor, Yelp, or social media specifically mentioning the nominee.
4. Nominees do not have to be “guest facing” associates. The work of associates that perform critical services behind the scenes at a high level of excellence should also be recognized.
5. Nominations must include a completed application, two quality photographs of the nominee and no more than 3 pages of supporting materials. Video and audio files will not be accepted. Photographs should be similar to a headshot but do not need to be professionally done. Photographs will be used on screen during the awards presentation and in promotions of the event. All nominations and photography become the property of DistiNctly Fayetteville for use in promotion.

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2025 AWARD NOMINATION CHECKLIST

Before submitting your nomination, please review and affirm you included:

- _____ 1. *Completed nomination form.*
- _____ 2. *No more than 3 supporting pages.*
- _____ 3. *Nomination and/or supporting documentation provides supporting information demonstrating the nominee's excellence including at least one specific example of their level of work.*
- _____ 4. *Two photographs of the nominee in a "headshot" style format.*

I have reviewed the application guidelines and the nomination form and affirm that the requirements have been met.

Nominee Name (Individual, Organization or Event)

Nominator Name

Date

Nominator Affiliation with Nominee

Nominator Signature

