



THE 2020 TOURISM AWARDS

QUESTIONS ABOUT NATIONAL TOURISM WEEK OR THE TOURISM AWARDS?

CONTACT AUTUMN SCHEMP AT AUTUMN@FTCOLLINS.COM OR (970) 373-6676

Visit Fort Collins will celebrate National Tourism Week at our *Annual Breakfast at 7:30 a.m. on Wednesday, May 6th at the Hilton Fort Collins.*

The Breakfast will highlight this year’s Tourism awards, honoring individuals, businesses and institutions that have made outstanding contributions to the city, the tourism industry and the Fort Collins community.

Each category will be judged by a panel of members of **Visit Fort Collins** board of Directors. Finalists will be recognized at the event.

NOMINATION FORM

Visit Fort Collins Partners: Nominate members of your staff that have gone above and beyond to provide outstanding service to visitors! Selected nominees will be honored at the *11th Annual National Tourism Week Breakfast.* Take this opportunity to honor any go-getter in your organization—from general manager to volunteer!

Select a nomination category (you may nominate more than one person/business/organization). Refer to the descriptions/criteria on page 2.

- VOLUNTEER OF THE YEAR**
- AMBASSADOR AWARD**
- BUSINESS/INNOVATOR OF THE YEAR**
- HOSPITALITY EMPLOYEE OF THE YEAR**

NOMINEE

POSITION

ORGANIZATION

CONTACT INFORMATION

Briefly tell us why you think this person/business/organization should be chosen as an honoree. Be sure to address the Award Criteria for the nomination category (see page 2).

NOMINATION DEADLINE:

APRIL 10



TOURISM AWARD DESCRIPTIONS/CRITERIA

VOLUNTEER OF THE YEAR AWARD

DESCRIPTION: This award honors the contribution of an individual or individuals who have volunteered for Visit Fort Collins and/or the Colorado Welcome Center, giving of their time and talent to enhance the visitor experience to Fort Collins and Colorado.

AWARD CRITERIA: Please describe the individual(s) contributions to Visit Fort Collins and/or Colorado Welcome Center. If possible, list number of days/hours volunteered. Consideration will also be given to the "spirit of hospitality" exhibited by the nominee, including exceptional assistance to visitors, willingness to help others, and contribution to Visit Fort Collins.

AMBASSADOR AWARD

DESCRIPTION: This award honors the contribution of an individual, business, or institution that has gone above and beyond the norm to bring either new business to Fort Collins or contribute to the positive recognition of Fort Collins as a destination. This award is meant to honor those outside of the hospitality industry who have made extraordinary efforts on behalf of tourism in our community. Multiple awards in a single year may be presented if there is more than one exemplary act.

AWARD CRITERIA: Examples of this award could include an individual who volunteers to host an association conference, the sponsor of an event that brings either business and/or publicity to Fort Collins, an individual who volunteers their time to host and tour visitors or media, etc. Describe the nominee's activities, the event, conference, publicity or other benefit gained from their activity. Please also elaborate on working relationships with Visit Fort Collins or other entities that resulted in a benefit to the community. Also please feel free to elaborate on other contributions of the nominee, amount of time and effort contributed, or any other details that will assist the review committee. If possible, enumerate the economic or other benefit (the VFC staff can assist with quantification).

BUSINESS/INNOVATOR OF THE YEAR

DESCRIPTION: This award honors a business, individual or organization for their outstanding contributions to Visit Fort Collins and tourism. Those contributions may be to Visit Fort Collins, to the industry as a whole, or for innovation and creative approaches that benefit the industry and/or the destination.

AWARD CRITERIA: The criteria for this award is intentionally broad, as several factors may be considered, including individual effort, creativity, innovation, contribution to the efforts of Visit Fort Collins as mentioned above. We are seeking an individual, business or organization that has done something special that deserves special recognition. Feel free to describe broadly the reasons for nominating the nominee, and use extra space if necessary!

HOSPITALITY EMPLOYEE OF THE YEAR

DESCRIPTION: This award honors an individual who exhibits exemplary service to guests or visitors. Here we recognize front line and staff employees who represent the best in customer service and go the "extra mile" to make our guests and visitors welcome.

AWARD CRITERIA: This award is your opportunity to nominate your employees who serve our guests daily. Guest and supervisor comments on the individual are welcome, longevity with your organization and loyalty will also be considered. Housekeepers, service staff, front desk personnel, bell staff, food servers, bartenders, rafting guides, sales clerks and other public contact positions will all be considered. Please share stories of unique and special efforts made by the individual.

IF YOU HAVE QUESTIONS REGARDING THE PROCESS OR APPLICATION,
PLEASE EMAIL AUTUMN@FTCOLLINS.COM OR CALL (970) 373-6676.

JOIN US FOR BREAKFAST! INFO & REGISTRATION AT WWW.VISITFTCOLLINS.COM/NTW