



Rules of Entry

Eligibility

The Governor's Conference on Tourism Awards are open to DMOs, tourism attractions, lodging, restaurants, festivals/events, publications and other entities contributing to the tourism industry in Missouri. Entries should demonstrate exemplary customer service, initiative and have positively influenced the tourism industry.

Compiling Your Entry

Please ensure that you include the information outlined below. Supporting material is required.

Summary Write a brief overview describing your nomination and how their goals have achieved the criteria listed for the award.

Statistics Provide documentation/research showing how the organization achieved success. This material should show how the community was impacted and can include - but is not limited to - increases to visitation, occupancy and other economic data.

Innovation Explain what your nominee is doing differently that is leading to success.

Submitting Your Entry

Please complete the Award Nomination Form and submit, along with the supporting documentation outlined above. Send entry to:

Governor's Conference on Tourism
c/o Missouri Division of Tourism
PO Box 1055
Jefferson City, MO 65102

OR

Andrea.Knipp@ded.mo.gov

Deadline: All entries must be postmarked or electronically time stamped by 5:00 pm on Friday, June 25, 2021.

Disclaimer: Anonymous nominations will not be accepted. Any nominations submitted without supporting documentation will be disqualified. Be prepared to provide content/assets for use in award video if your nominee is chosen. The Missouri Division of Tourism is not responsible for mistakes or for correcting information on the nomination forms. Not all categories may be awarded.



Award Categories

Missouri Tourism Hall of Fame

The Hall of Fame Award recognizes individuals whose long-term (minimum of 10 years) contributions have significantly and measurably impacted the tourism industry in Missouri.

Sen. Emory Melton Legislative Award

This award honors those legislators and tourism industry members who work closely with the legislative process in support of the tourism industry. These individuals recognize the value of tourism to the state and work to ensure the industry continues to flourish.

Marketing Campaign Award

This award acknowledges achievement in effective, integrated marketing campaigns. Campaigns that led to increased visitation, expenditures and sales tax revenue through one or more channels such as electronic, broadcast, social media, print, direct mail and public relations are eligible for nomination.

Pathfinder Award

This award recognizes marketers aiming for niche markets and hitting the target. These trailblazers are showing the rest of the industry where to find new markets and how best to reach them.

Innovator Award

The Innovator Award pays tribute to those smaller tourism entities that achieved great results with small budgets. These can-do destinations and attractions increased visitation, traveler spending or tax revenues.

Navigator Media Award

These media outlets turn the spotlight on Missouri tourism and the importance it plays in our state's economy. The Navigator Media Award recognizes broadcast, print and electronic media that have supported and promoted tourism with stories and images that both inform and entice.

Rising Star Award

The Rising Star Award is presented to an individual who has made great advancements to an organization's tourism efforts despite the length of their tenure (less than 5 years or having recently transitioned to a new role).

Hospitality Award

Presented to an individual, business or organization that has demonstrated remarkable customer service, the Hospitality Award honors those who have positively impacted every visitor encountered. It is this effort, completed naturally with the visitor experience in mind, that enhances the overall experience in Missouri.



Award Nomination Form

Please fill out the form below and submit with supporting documentation.

Award:

Submitted by

Name & Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail: _____

Nominee

Name & Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail: _____

Documentation supporting award criteria must be submitted along with award nomination form.

Return materials to:

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