



# Hospitality & Tourism Awards

# Celebrate the Paso Robles Tourism Community

Travel Paso's vision incorporates a "flourishing Paso Robles community with authentic and welcoming experiences for visitors and residents alike." It is alongside our hospitality community that these goals become a reality.

Join us in recognizing the individuals, teams and businesses that contribute to our region and help to make it flourish daily.

Travel Paso and the tourism community will recognize the region's extraordinary individuals whose hospitality and leadership have impacted Paso Robles as a tourism destination.

Nominees from various categories will be recognized for leadership, teamwork, exemplary service and dedication to our tourism and hospitality industry.

**Nominations: Open: January 6, 2026 - Close: March 6, 2026**



# Award Categories

1. Emerging Hospitality Leader Award
2. Tourism Champion Award
3. Distinguished Leader Award
4. Visitor Experience Awards  
(Lodging, Restaurant, Winery, Hospitality-Related Business)

# Overview of Awards

<b>Emerging Hospitality Leader</b>	Individual with 1-5 years in the hospitality industry that displays strong customer service and potential as a new emerging leader.
<b>Tourism Champion</b>	Individual, team or business that displays active engagement as a tourism partner and represents our region over and beyond.
<b>Distinguished Leader</b>	Individual, chosen by Travel Paso Board of Directors, that displays a lifetime of service in hospitality & tourism. Can be awarded posthumously.
<b>Visitor Experience</b>	Individual, team or business that displays unwavering guest experience in the following categories: lodging, restaurant, winery, hospitality-related business.

# Emerging Hospitality Leader Award

- Open to individual employees who have worked 1-5 years in the hospitality industry.
  - This award recognizes an individual new to the hospitality industry, who demonstrates exemplary service, teamwork, communication and problem-solving skills applicable to customer service in the Paso Robles tourism industry.
  - Demonstrates the skills, talent, attitude and initiative that are the hallmarks of an emerging leader.
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# Tourism Champion Award

- Open to any individual, team, or business.
- This individual/team/business stands out in the local tourism industry for being a positive force who sets the bar and represents our region over and beyond.
- This nominee is an active tourism partner, who is integrated throughout the community and continually works towards achieving the Travel Paso vision - to see the region as an authentic and welcoming experience for visitors and residents alike.

# Distinguished Leader Award

- Travel Paso designated, chosen by Travel Paso Board of Directors.
- This recipient is chosen based on a lifetime of service in tourism and hospitality. Can be awarded posthumously.

# Visitor Experience Award

- This individual, team, or business displays unwavering hospitality and creates guest experiences above and beyond expectation. Nominations can be submitted for any of the following categories:
  - Lodging
  - Restaurant
  - Winery
  - Hospitality-Related Business



# Frequently Asked Questions

Who is eligible? – What is the nomination and judging process? – Who judges the awards? – How are winners announced?

# Who is Eligible?

- Any individual, group, or business working within the Paso Robles hospitality community.
  - This includes lodging, restaurants, wineries, and other hospitality-related businesses.
- Local businesses are eligible to nominate team members, colleagues or other businesses.
- Lodging properties (hotels, resorts, RV parks, vacation rentals) must be located within Paso Robles District Limits and pay TOT taxes. There is no limit to nomination submittals.
- May only nominate an individual/business in one category; Multiple submissions will not be accepted.
- All nominated businesses must have a listing on the Travel Paso website, and individuals must be employees of a business listing on the Travel Paso website. If interested in nominating an individual, team or business not listed on [travelpaso.com](http://travelpaso.com), please contact [info@travelpaso.com](mailto:info@travelpaso.com) to create a Partner Account.

# What is the Nomination and Judging Process?

- Nominations will open January 6, 2026.
- All nominations must be submitted online through the official nomination form and received by March 6, 2026.
- Judges will receive all confidential submissions in April digitally, review individually and gather as a group to vote on each award recipient.

# Who Judges the Awards?

- Seven impartial individuals will meet confidentially to determine the winner.
  - Judges will be selected from Travel Paso's neighboring communities and tourism groups.
  - Each judge is selected based on past and current involvement or support in the hospitality industry and selected by the Travel Paso Executive Committee.
  - Judges may not nominate individuals for awards.
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# How Are Winners Recognized?

Winners will be announced on May 7, 2026 during the third annual Tourism Round-Up event as part of National Travel and Tourism Week.



Thank You!

*For more information, please contact: [info@travelpaso.com](mailto:info@travelpaso.com)*